

carl cummings

creative direction & design

cpciii@gmail.com

experience:

Art Director & Account Director

Ogilvy PR / Feinstein Kean Healthcare, Cambridge, MA (5/04 - present)

Creative Director

PBM Designs, Norwood, MA (12/02 - 4/04)

Set & Costume Designer

Northeastern University, Boston, MA (4/01 - 8/02)

Interactive Designer

Weymouth Design, Boston, MA (9/00 - 9/02)

Manager, Custom Printing

Kinko's, Woodland Hills, CA (12/99 - 8/00)

Senior Designer

Home Health Corporation of America, Canton, MA (6/96 - 1/99)

education:

Northeastern University, Boston, MA (1999)

Bachelor of Science in Art, Concentration in Graphic Design

essential skills:

online & interactive design, creative direction, branding development, image manipulation, print design and production, storyboarding, animation

primary software:

Photoshop, Illustrator, InDesign, Flash (*non-actionscripting*), Dreamweaver, Director, Fireworks, Quark, Acrobat, Office

other skills & interests:

travel, photography, illustration, writing, gaming, history, thematic conception, any and all of what are traditionally considered "the arts": painting, drawing, music, literature, film, dance, culinary art, theater, architecture and any combinations thereof

summary:

I'm currently an Art Director with Feinstein Kean Healthcare's Creative Services team. I also serve as the Creative Account Director for all of FKH's National Cancer Institute and molecular medicine accounts, overseeing design, online strategy and branding development for over 12 NCI initiatives to date.

I've been with the firm since 2003 and have played a critical role in developing FKH's online capabilities. Specializing in online strategies, art direction, branding development, and conveying how layout and design impacts readability and comprehension of content, I've developed websites, interactive materials and branding for such clients as NCI, Novartis, IBM, PhRMA, Unilever, and the Personalized Medicine Coalition.

I'm equally experienced in presentation and print design, and have played major roles in developing successful collateral, campaigns, and event materials for NCI, Merck, GSK, Nabi, Bayer and Pfizer, among others.

During my time with Weymouth Design, a Boston-based design firm, most of my efforts went toward developing the Titleist family of websites. But I also played key roles in developing numerous other print and online projects for the firm's vast and diverse client base.

Other past experiences range from establishing and managing a highly successful (and highly busy) custom print department within a Kinko's copy store to working with Boston College, Northeastern University and various local high schools in creating set, costume and movement designs for theatrical and performance groups.

references & portfolio are available upon request