

# BURT MYERS

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## ► PROFILE

Accomplished communications professional with 20+ years experience in both public and private sectors. Areas of expertise include all phases of design and marketing, from management and creative presentations to budgeting, design, art and photo direction, web design and development, social media, and video editing. Experienced managing staff and heavy workloads. Excellent writing skills and attention to detail.

## ► CURRENT POSITION

### **Art Director, Binghamton University Office of Communications and Marketing, 2/08 to present.**

Work extensively with the President's office, Foundation, admissions, alumni, grad school, athletics, deans of our six colleges, and more.

## ► PREVIOUS POSITION

### **Senior Art Director, Riger Advertising, Inc., Binghamton, New York, 10/90 to 2/08.**

Worked with a wide range of clients, particularly in healthcare, banking, high-tech and education, on all kinds of design, advertising and marketing projects.

## ► PROFESSIONAL SKILLS

### **Art Direction and Design**

Proficient at magazines, brochures, annual reports, direct mail, corporate identity, web projects, trade advertising, billboards, and much more, for a wide range of clients, both business-to-business and consumer. Well versed in buying and directing freelance illustration, photography, design, and web work. Experienced in all aspects of estimating, buying, producing, and directing printing.

### **Management**

Currently manage all our department's work with our president's office, undergraduate admissions, and our engineering school. Managed Riger's graphic design department for several years, and often train and supervise interns.

### **Client Relations**

Experienced and comfortable working directly with all kinds of clients, at all levels, in both higher ed and the corporate world.

### **Computer Facility**

Have a thorough knowledge of the Adobe Creative Suite, Office, Keynote, and OmniUpdate (the University's Website content management system). Have experience writing HTML and CSS, and developing work for social media. Also, have photography, video, and audio editing experience.

## ► SELECT ACCOMPLISHMENTS

Developed several magazines for the University, and continue to art direct several issues every year.

Overhauled our admissions communications stream for prospective students.

Served as our department's liaison to our engineering school (a did a lot of copywriting and website development in that role).

Art directed more than 20 annual reports, from 16-page pieces to 64-page six-color books.

Created several comprehensive identity systems, including the corresponding standards manuals.

## ► MAJOR CLIENTS

Binghamton University, Sanofi-Pasteur, Ciba-Geigy Photopolymers, Lockheed Martin, United Health Services Hospitals, IBM Microelectronics, Universal Instruments, CFCU Credit Union, and many others.

## ► EDUCATION

Rochester Institute of Technology, Rochester, NY.  
BFA with high honors in graphic design. 3.65 GPA.

## ► AFFILIATIONS AND AWARDS

Member University College Designers Association.  
Won several awards from CASE and SUNYCUAD.

## ► REFERENCES AND PORTFOLIO available upon request. Samples posted online at [www.burtmyers.com](http://www.burtmyers.com).