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# HOWARD GROSSMAN

## ART DIRECTION AND GRAPHIC DESIGN

### CONTACT

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### WORK

Site: [www.howardgrossman.com](http://www.howardgrossman.com)  
Blog: [www.getting-graphic.com](http://www.getting-graphic.com)

### EDUCATION

School of Visual Arts, 1977-1981

### REFERENCES

Available upon request

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## PRESENT EMPLOYMENT

### 1997-CURRENT

#### **Freelance Graphic Designer, Westchester, NY**

Working in the publishing industry as well as designing for print and web for a variety of clients. Created websites for businesses, organizations, and individuals. My involvement in any web-related project begins as a designer. In almost all cases I will have created the necessary graphics, logo, etc. I work on every aspect myself—from the creation of every individual page of a site to the uploading, fine-tuning, and, in some cases, long-term maintenance.

### JANUARY 2010-CURRENT

#### **Owner 744 Creative, Westchester, NY**

Launched 744 Creative, a Design and Marketing firm. Continue to do identity and design work for medium and small business and non-profits. An online portfolio can be found at [744Creative.com](http://744Creative.com).

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## EMPLOYMENT HISTORY

### FEBRUARY 2011-MAY 2011

#### **Adjunct Professor, Purchase College: "Design For the Web"**

This course explored design as it pertains to interactive media. Students studied design, strategy, user experience and technologies in the context of contemporary online media, and learned the processes of design for websites, information architectures, interfaces, navigation systems, and typographic and image strategies for interactive media. Including the planning, building and launching of websites built in Dreamweaver and Wordpress.

### MARCH 1993-SEPTEMBER 1997

#### **Art Director, John Wiley & Sons, Hoboken, NJ**

John Wiley & Sons, a large Trade, Professional, and Educational publisher. Responsible for over 400 titles annually with a staff of eleven. Interfaced with all departments (editorial, marketing, sales) to strategize and conceptualize packaging for books of General Interest, Business, Computer/Tech, and Professional (management, technology, food, etc.). I was personally responsible for the design of 40-50 covers annually, plus the art direction of in-house staff, as well as assigning covers to freelance designers.

### 1988-1992

#### **Senior Designer promoted to Art Director, Paragon House, NY**

Paragon House is a small publishing House. As senior designer, and then Art Director, responsible for the packaging of approximately 60-70 titles per year. Participated in the running of art/marketing/sales meetings.

### 1987-1988

#### **Senior Designer, Renaissance Design Studio, Silver Spring, Md**

General design work and general studio responsibilities. Design and presentations for local business and individual professionals.

### 1985-1987

#### **Balmar, Washington, D.C.**

Design and Art Direction for the in-house art department of a large Washington, DC-area printing chain. General print work from business card & stationary design to brochures, signage, corporate and government presentations, and a full range of marketing materials.

### 1981-1985

#### **GP Putnam's Sons, New York, NY**

Hired as a full-time entry-level designer at the conclusion of a 6-month internship. Worked on all aspects of book design with a focus on covers.