


Maria Taffera Lewis

CREATIVE DIRECTOR

Collaboration is the only path to great marketing; no individual has all the answers. The job of a great leader is to synthesize all voices into a singular marketing strategy that fuels the team to produce their best work.

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Creative Statement

- Creative Director with extensive design experience in higher education: brand identity, development and alumni relations, editorial design, collateral and marketing materials.
- Organized thinker and passionate, enthusiastic, inventive creator of strategic design solutions.
- Sophisticated sense of typography, photography and color theory.
- Team player accustomed to performing in fast-paced, deadline driven environments, while maintaining high creative standards within a university's tight budget and production deadline.
- Quick execution skills. Familiar with the latest design trends and software.

Creative Specialties

- Art Direction
- Higher Education
- Publishing (Magazines and Books)
- Team Leadership
- Branding
- Content Strategy
- Production and pre-press experience

Education

MARYWOOD UNIVERSITY

BFA | cum laude

Advertising Design/Photography

Professional Experience

CREATIVE DIRECTOR

Pace University
New York, NY
March 2014 – current

Art direct and supervise five-person design department. Complete redesign of University branding for all external communications. Manage institutional brand for University design. Art director of *Pace Magazine*. Manage art budgets. Provide concept and art direct photo shoots. Direct and assign photography and illustrations.

DESIGNER

Saint Joseph's University
Philadelphia, PA
January 2010 – March 2014

Manage institutional brand for University design. Art direct and design projects for the university from conception to final printing or digital display. Art director of *SJU Magazine*. Creator of award-winning *Intellect Magazine* for the College of Arts & Sciences. Assign photography and illustrations. Provide concept and art direct photo shoots.

PRINCIPAL

Blue Studio Design
Marlton, NJ
September 1998 – current

Art direct and design projects from conception to final printing. Projects include: catalogs, book design, menus, company branding/ID, posters and newsletters. **Notable clients:** Chronicle Books, Guidepost Books, Quirk Publishing, Rizzoli Publishing, Running Press Books, Sidwell Friends School, Stewart Tabori & Chang, Tektronix, University of Pennsylvania, and Williamson Hospitality.

ASSOCIATE DESIGN DIRECTOR

Running Press Book Publishing
Philadelphia, PA
November 1995 – August 1998

Art direct and manage 8-person design department. Responsible for book covers and interiors from initial concept through to finished design. Assign photography and illustrations. Provide concept, style and art direct photo shoots. Designed books that made the *New York Times* Bestseller List, *American Illustration Annual* and *Communication Arts Design Annual*.

SENIOR DESIGNER

Travel & Leisure Magazine
American Express Publishing
New York, NY
May 1993 – November 1995

Member of award-winning design department for a monthly, national 4-color magazine. Design feature, department and special sections. Assign photography and illustrations. Provide concepts, style and art direct photo shoots for a variety of subjects: athletics, fitness, beauty and products.

SENIOR DESIGNER

Money Magazine
Time Warner Inc., New York
July 1989 – April 1993

Design feature and department pages for monthly, national 4-color magazine. Assign illustrations. Design and construct info graphics (tables, graphs and charts). Computer consultant/analyst for design department.