

D A R I A L O U N

daria_loun@yahoo.com
646.472.6989

E D U C A T I O N

Tyler School of Art, Temple University, Philadelphia, PA
Graduated May 2004
BFA, Graphic and Interactive Design

Manor College, Jenkintown, PA
Graduated May 1999
AA, Liberal Arts, Medical Diagnostic Imaging
double major

E M P L O Y M E N T

- August 2008–Present **Freelance** Art Director
- November 2007–July 2008 **Harrison & Star Inc.**, New York, NY, Position: **Senior Art Director**
Lead art director on a successful launch of Avastin (breast, Genentech). Collaborated on successful projects and new business initiatives such as Rituxan (Genentech). Directed graphic designers, retouchers, freelancers, web and multi-media department artists on all creative deliverables. In charge of photo shoot art direction for Avastin projects. Clients: Genentech (Avastin and Rituxan), Roche (Pegasys), Abbott (Kaletra, Humira), and Novartis (Zometa)
- June 2006–November 2007 **AgencyRx LLC**, New York, NY, Position: **Art Director**
Developed a winning strategic concept and design for Femara's booth and materials at ASCO 2007 (American Society of Clinical Oncology) Annual Meeting (billboard, direct mail, premiums, etc.), which was deemed by the ASCO meeting attendees "...the envy of the competitor tamoxifen." Collaborated with copywriters, account team, production management, illustrators and photographers for various print, web and video projects for both consumer and professional audience; developed advertising campaigns, materials for sales force, presentations to senior corporate executives and clients. Client: Novartis. Brands: Femara, Exjade, Galvus, Belsomra, Exelon, Enblex
- 2005–2006 **Young & Rubicam, Inc./Wunderman**, New York, NY, Position: **Art Director**
Contributed to a successful re-branding and new campaign development for Hewlett Packard. Worked with internal creative directors and copywriters as well as client representatives to execute innovative branded materials including advertisements, posters, web banners, catalogs and direct mail. Collaborated on successful projects and pitches for clients such as Lufthansa, Microsoft, Office Depot and Citibank
- 2004–2005 **Design Force Inc.**, Marlton, NJ, Position: **Freelance Graphic Designer**
Developed and designed packaging, logos, posters, style guides. Clients: Mattel, Marvel Entertainment, Toys "R" Us, Campbell Soup Company
- 2003–2004 **GraphosArt Studio**, Philadelphia, PA, Position: **Freelance Graphic Designer**
Layout design of exhibit panels for professional conferences, brochures, posters, style guide, and direct mail pieces. Clients: Atofina and Arkema
- 2002–2003 **Escape Productions Inc.**, Philadelphia, PA: **Freelance Graphic Designer**
Logo design, posters, postcards, direct mail, magazine advertisements and web graphics

A W A R D S

- Published in Artists of Ukraine. Winning Work. Reference Album on creative work and Biography, 4th Issue. Author: Serge Zhuravel
- Fall Open House poster-mailer design, Tyler School of Art, Temple University, winning work, 2004
- Tolerance poster design and illustration. One of the top 40 entries in the Philadelphia AIGA Tolerance poster contest. Part of a national traveling exhibition 2003-2004
- Top 15 Finalist, Tyler School of Art, Faculty Juried Competition, Newspaper Association of America Poster Series, 2003
- Honorable Mention, restaurant identity and menu design, Tyler Juried Advanced Graphic Design Junior Exhibition, 2002
- Phi Theta Kappa International Honor Society, inducted 1999

T E C H N O L O G Y

Illustrator, Photoshop, InDesign, QuarkXPress, PowerPoint, Excel, Dreamweaver, Flash, and HTML