

nasser mc mayo
art director
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experience

J.P. Morgan Private Banking, New York, NY | 2011–Present

design consultant. Responsible for producing financial marketing materials which promote the Private Bank services to ultra-high-net-worth clients. This includes solution sheets, white papers and event-based collateral as well as digital media like web banners and landing pages.

New York City College of Technology, Brooklyn, NY | 2005–Present

adjunct professor. Teach foundation and senior level design classes in art and advertising design. Lecture about creative thinking and the application of basic design principles. Demonstrate media and image-making techniques with an emphasis on hand skills.

Hill Holliday, New York, NY | 2010–2011

art director. Executed CRM advertising for Verizon Wireless in both English and Bilingual markets. Conceptualized and presented direct mail solutions to client in person. Maintained overall brand look and feel for each job prior to release and involved in onsite press checks.

Draftfcb, New York, NY | 2007–2010

art director. Developed direct mail advertising for UHG and AARP. Ensured a consistent visual style on print ads and collateral. Provided direction to art buying, project assistants, production managers and retouching throughout the transition from comps to mechanicals. Reviewed internal color proofs and participate in press checks.

Foote, Cone & Belding (FCBi), New York, NY | 2000–2007

art director. Conceptualized and executed direct response advertising for USPS, Chase, AT&T, Qwest, IRS, Energy Star, Cymbalta, 600 Grapes and Gevalia Kaffe. Presented creative solutions directly to client. Maintained the look and feel of each job during the pre-press phase and was directly involved in photoshoots for client products and concept execution.

Foote, Cone & Belding, New York, NY | 1997–2000

comp artist. Comped and mounted print ads and direct mail packages for client presentations. Calculated and managed studio supplies and inventory. Supervised a staff of freelance comp artists. Assisted in the coordination of the studio's workflow.

education

Pratt Institute of Design | 2005–2009

Communication Design | Masters Degree of Science

Fashion Institute of Technology | 1997–1999

Advertising Design and Graphic Design | Bachelor Degree of Fine Arts

New York City Technical College | 1994–1997

Art and Advertising Design | Associate Degree in Applied Science

skills

Proficient in Adobe InDesign, Illustrator, Photoshop, Flash, Dreamweaver, QuarkXpress, Microsoft Word, Excel and PowerPoint.

recognition

2011 National Gold Addy Award, Winner
Design Against Fur 2006, Honorable Mention
Graphic Design USA Annual 2005, Winner
AIGA, 2005–Present, Member
Creativity 32 Design Annual, 2004, Finalist
FCBi Raise the Bar Award, 2003, Winner
Art Director's Club, 2000–Present, Member
NYCTC Martin Solomon Book Award, 1997, Winner
NYCTC Pantone Color Book Award, 1997, Winner
NYCTC Pantone Color Book Award, 1995, Winner
NYCTC Dean's List, 1994–1996

References available upon request.