

Contact Information

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Professional Experience

Morgan Stanley (Office Tiger) 1585 Broadway, New York, NY 10036

Art Director / Project Manager *March 2006 – Present*

With an education based mostly in traditional print design, and years of experience working on the interface of web projects for major clients, I currently direct and manage projects in Morgan Stanley's Creative Services department. One of my first initiatives was a common web-based newsletter template shared by all business units across Morgan Stanley. The newsletter is delivered via the internet or e-mail; and a mandatory requirement is that it render compatibly on Blackberries and other hand-held e-mail clients.

More recently, I lead our department through several projects related to the unveiling of Morgan Stanley's redesigned brand. I oversaw the design and global implementation of a new stationery system. This involved coordinating with dozens of vendors all over the world, working within the constraints of automated printing systems, maintaining consistency while considering the spacial differences in the characters of each language, and all while accomplishing the quality expected of the stationery of a company such as Morgan Stanley. I also oversaw the creation of a new brandcenter Web site that served as the main source of information about the new brand launch. Thousands of employees continue to hit that site daily. As the first Web site created under the new brand, that project also established the mark-up standard and CSS library for all intranet sites moving forward. It was my responsibility to plan and centralize the structure of these resources so that they can efficiently be adapted to the needs of all content owners across the company.

btldesign 220 E. 23rd Street, New York, NY 10010

Creative Director *August 2004 – March 2006*

In my role as Creative Director I managed very diverse teams. I influenced the creative work on a new product launch for Johnson & Johnson that surpassed all revenue goals. I held a team of 20+ people on strategy for a MasterCard project that unified global marketing collateral through a web-based dynamic publishing application. I conceptualized and implemented a system where one source of XML content populates a Web site and a 180 page printed manual. The execution of my Creative Direction coupled with a solid SEM Strategy resulted in first-page position in SERPs for several clients. I have been fortunate to have the opportunity to direct successful projects for other clients such as, AIG, AT&T, Citigroup, and Merck.

Senior Designer *May 2001 – August 2004*

As a Senior Design I was expected to manage budgets, deadlines, and the creative work on all of my assigned projects. I successfully designed and produced several Annual Reports for Lucent Technologies and others. I took on the Grand Slam Ticket Pack promotion for MasterCard, a program where the client has been so pleased with our work that they have returned each spring for four years to plan the new initiative. The responsibility that I showed working at this level qualified me for Creative Director when that position became available

Graphic Designer *July 2000 – May 2001*

With a traditional Swiss print design background I established myself as an employee who could be relied on when tight deadlines loomed. I used the opportunity of working under an Art Director, who had been in the interactive world since the beginning of the Web, to expand my abilities and learn communication across many different media.

Freelance Projects New York, New York

Outside of salaried employment, I have participated in projects for clients such as National Cinemedia, Revenue Science, Carly Fiorina, Jersey City Historic Downtown Special Improvement District, New York University, USCable, Ridgewood Energy, The Daily Show, Barauch College, and AIG SunAmerica. I have completed projects including Web sites, PowerPoint presentations, Flash design and production, catalogs and direct mail. My involvement has taken various forms from creative direction and project management to design and production.

The Design Center Department of Art, Western Michigan University, Kalamazoo, Michigan

Graphic Designer *August 1999 – May 2000*

In a student operated studio, I managed design process, client and supplier relationships, budgets, and production for small corporate and non-profit clients. As a young Designer—working for an Art Director with a strict traditional Swiss philosophy of proper typography and design process—this experience was a formative influence of successful design fundamentals.

Internships

Richard-Allan Scientific

Kalamazoo, Michigan, March 1999 – September 1999

Associated Design Services, Inc.

Portage, Michigan September 1998 – March 1999

Education

College of Aeronautics 2004 – 2005

Flushing, New York

Associate in Management, Magna Cum Laude

Western Michigan University, College of Fine Arts 1996 – 2000

Kalamazoo, Michigan

Bachelor of Fine Arts in Graphic Design, Cum Laude

Graduate of the Carl and Winfred Lee Honors College

Kerr Award Scholarship: for outstanding achievement in graphic design

Professional Aptitude

Software: A strong working knowledge of computers allows me to use all software applicable to organize and produce communications across a multitude of media. For over six years I have used the products of Adobe, Apple, Microsoft, and other vendors. With this logical understanding I can easily and immediately expand my capabilities to include applications or operations that I have not had experience with.

Production: I am capable of preparing my own files for easy production in any printing method or optimized for internet use. I also author interactive mark-up (XHTML, CSS, XML) and scripts (JavaScript, XSL, Flash ActionScript).

Creation: In both the concept stage and final production, I have used my hands-on experience with black and white/color 35mm photography, various methods and media of drawing/painting, and color theory to produce art for actual projects.