

JAMES CUNSOLO

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SUMMARY OF EXPERIENCE

DESIGN DIRECTOR SKILLS

Art Direction Directed the design and production of digital media & marketing at CathoderayNY. Clients were A&E Network, History Channel, Food Network, Comedy Central, ESPN, and CNN. Work included on-air, internet, print, and outdoor media efforts.

Graphic Design Logo design and branding for Axmen on History Channel. Deliverables included, show open, program packaging, on-air commercials, interstitials, sales marketing video, and online offerings.

Motion Design/Production Designed and produced promotional design package and show open for History Channel's Ice Road Truckers. The premiere garnered the best-ever season launch for a series on History with nearly 4 million total viewers and with adults age 25-54, at 2.3 million viewers.

Managerial At CBS2 and WNBC-TV managed and directed staff in the design and production of graphics and motion graphics in a high-pressure news environment. Responsible for developing and sustaining a cohesive look for news, programming, public service efforts, print and outdoor media.

Art Direction for Live Action Directed film and video shoots, on location and in studio, for all major advertising campaigns at CBS2 and our clients at CathoderayNY.

Art Direction for Set Design At CBS2, WNBC and WSVN/FOX, directed independent and staff scenic artists in the design and creation of studio sets for news, sports, weather and special events programming.

CREATIVE DIRECTOR SKILLS

New Business Awarded the total show package redesign for Inside Edition, the #2 highest-rated syndicated news program in the United States. Work included all on-air show graphics, motion graphics and online branding.

Managerial Established the design departments at CBS2 and CathoderayNY, recruiting, hiring and mentoring graphic designers, motion designers and 2D/3D animators and compositors.

Producer Helped establish internal arm of CBS2 Promotion Department dedicated to commercial production, resulting in new and incremental revenue totaling \$9,000,000. Clients included Verizon, Toyota, Lincoln, Ford, Horizon Blue Cross, OTB, Serono Biotechnology and Siemens.

Digital Marketing Initiated messaging to develop new business for CathoderayNY, crafting email blasters with original copy that showcased our work to new audiences. Provided creative direction for internal marketing, online presence, interactive reel, and collateral.

Creative Spearheaded promotional campaign for the launch of the Dr.Phil show on CBS2. Created original copy "Tough talk, but New Yorkers can take it", which was used on all outdoor media, including billboards, and subway and bus signage throughout tri-state.

Branding Worked closely with the news director and promotion manager to develop CBS2 Information Network brand. Developed campaign that conveyed a simple but clever message of CBS2 as the best source for news and information on-line and on-air.

WORK HISTORY

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| CATHODERAYNY, CREATIVE DIRECTOR | APRIL 2005 - SEPTEMBER 2008 |
| PBS/THE JOURNAL EDITORIAL REPORT, ART DIRECTOR | SEPTEMBER 2004 - APRIL 2005 |
| WCBS-TV CBS2, DESIGN DIRECTOR | AUGUST 1995 - SEPTEMBER 2003 |
| WNBC-TV NEW YORK, DESIGN DIRECTOR | JUNE 1993 - AUGUST 1995 |
| WSVN/FOX MIAMI, ART DIRECTOR | APRIL 1991 - JUNE 1993 |
| AVANTI MIAMI, ART DIRECTOR | JUNE 1989 - APRIL 1991 |
| REVLON NEW YORK, FREELANCE ART DIRECTOR | SEPTEMBER 1988 - MARCH 1989 |

COMPUTER SKILLS

Proficient in digital design software programs Adobe Photoshop, Illustrator, InDesign, Power Point, After Effects. Working knowledge of Cinema 4D and Maya.

AWARDS

2008 Telly Award • History Channel Baghdad Diary
2006 Telly Award • ESPN Vintage Negro League Promotional
2003 PROMAX Gold Medallion • Promotional Animation (General)
“Here Come The Yankees” • Promotional Animation (Sports)
PROMAX Silver • Promotional Animation (News) “No Place I’d Rather Be”

EDUCATION

B.A. Hunter College CUNY • Deans List
High School of Art and Design, NYC • National Honor Society

INTERESTS

Oil painting portraits and still life, illustration, singing in choir

LINK TO RECENT WORK

www.cathoderayny.com