



Patrick Sesko | Art Director - Designer

Design tells us who we are, where to go, and what to do!

17830 Lochness Circle
Olney, Maryland 20832
301-260-2682 | patrick@sesko.com

EXPERIENCE

Principal | SESKO Creative - 2000 - Present

Founder of Sesko Creative - a design company. Concept, art direct, and design all projects from concept to completion.

Senior Designer/Art Director | Discovery Communications, Inc. - April 2003 - November 2005

Contract position. Primary function is to concept, sketch, design, and execute ad campaigns, collateral, websites, title treatments, press kits, and all other print media for Discovery Health Channel to support its on-air lineup. Met with internal clients to present ideas and concepts. Aided in the concepting, coordination and art direction of photoshoots. Designed identity and collateral campaign for the Discovery Health National Body Challenge which became the most successful campaign of the year. Over 300,000 people registered for the Challenge as a result of the campaign. Also teamed up with other networks as time permitted.

Senior Designer | Manugistics, Inc. - July 1999 - March 2003

Designed corporate identities, collateral, web sites, trade show signage, presentations, and special projects. Coordinated photo shoots, and managed all projects from concept to completion. Responsible for vendor selection and quality control. Implemented an on-demand collateral database which allowed a workforce of more than 1,000 people have access to designed collateral. This resulted in printing savings of more than \$10,000 per quarter.

Graphic Designer > Art Director | Design Studio - September 1995 - May 1999

Met with clients to determine their design needs. Designed logos, brochures, ads, signage, and various other collateral. Managed a team of 5 designers. Delegated work to staff based on strengths and art directed all projects. Coordinated production of all projects by specifying printing techniques, administering press checks, and maintaining production schedules and budgets to ensure high quality work.

Printing Production Manager | Rockville Printing & Graphics - August 1994 - August 1996

Met with clients to determine printing needs. Managed all printed projects through all facets of production, from pre-press to bindery. Administered press checks on most projects. Worked closely with designers to ensure accurate reproduction of printed material. Estimated printing costs per project to ensure most cost-effective way to produce a piece.

SKILLS

- > Seasoned Designer with Art Direction and Management Experience
- > Proficient on Mac OS and PC platforms
- > Team Leader and Motivator
- > Creative Project Management from Concept to Completion
- > Thorough Knowledge of Printing and Pre-Press Process
- > Hands-on
- > Presentation Skills
- > Web Design
- > Logo Design
- > Concepting
- > Photo Direction
- > Illustration Capabilities

EXPERIENCE + SKILLS



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EDUCATION

Bachelor of Arts | Salisbury State University | May 1994

Art Major with Concentration in Graphic/Advertising Design

Flash Bootcamp | Westlake Internet Training | October 2001

A one week advanced class learning Flash and Actionscript through hands-on training

Macromedia User Conference Attendee | New York | March 2001

HOW Design Conference | 2002, 2007

TOOLS

QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Macromedia Freehand, Macromedia Flash, Sense of Humor, Macromedia Dreamweaver, WYSIWYG HTML Editors, Working Knowledge of HTML, Sketchbook, Music, NERF® Dart gun for unruly clients, Toys

AWARDS

American Graphic Design Award 2002 | Excellence in Logo Design

American Graphic Design Award 2002 | Excellence in Brochure Design

Silver BDA Design Award 2003 | Press Kit Design

Bronze BDA Design Award 2005 | Press Kit Design

References available upon request.

EDUCATION + TOOLS + AWARDS