



# ANDREW BAYROFF 917.684.5750

SENIOR INTERACTIVE DESIGNER | [thumbnailstudio.com](http://thumbnailstudio.com) > [andrew@thumbnailstudio.com](mailto:andrew@thumbnailstudio.com) >

**SEASONED DESIGNER WITH OVER 14 YEARS EXPERIENCE AND HISTORY OF SUCCESSFUL DEVELOPMENT, DESIGN, AND DELIVERY SEARCHING TO WORK WITH ENERGETIC TEAM.**

## SKILLS & BACKGROUND

- Front-end site design, UI, Typography, problem-solving, sharp sense of humor
- Photoshop, Illustrator, InDesign, Freeway, OpenOffice (Libre), OSX
- Knowledge of Flash, ActionScripting, HTML, CSS, JavaScript, Drupal

## PROFESSIONAL

**Creative Director/Studio Manager** | **SharedBook, Inc** | New York | October 2005 - Present  
*Responsible for design and creative direction of company marketing, web and print materials*

- Redesigned and refocused **SharedBook.com** > from consumer based to a corporate platform
- Created web portals **AcademicPub** > & **SharedDoc** > harnessing company's proprietary printing technology
- Collaborate with VP of UX to create and stream-line UI & navigation for new and existing Web site projects
- Collaborate with Israeli development team on product features, bugs and launch time lines
- Manage and interview studio team members including coders, designers and interns

**Art Director/Designer** | **Freelance & Contract** | New York | August 2004 - October 2005  
*Providing design and art direction for print, Web and branding projects*

- **BrandBuzz/Y&R**: AD on campaign pitch with for Long John Silver's and Sunkist
- **Jack Morton**: Designed custom graphics and collateral pieces for Lipitor and Aricept
- **J. Walter Thompson**: AD on ad campaign for Sun Life Financial and University of Penn
- **MetLife**: Created brochures and various marketing materials for internal clients

**Principal** | **Thumbnail Studio** | Los Angeles/New York | November 2001 - August 2004  
*Principal and founder, providing art direction for print, logo and Web projects, maintaining client relationships, managed advertising and service direction*

- Designed and developed site for top NY mussels restaurant **Flex Mussels** >
- Created Web site and logo for Norway based baby products company **OsloBaby** >
- Developed and designed baby stroller accessory Web site for **Strollometer** >
- Created Web site and logo for Los Angeles based therapist **The StepFamilyCenter** >

**Art Director** | **Southland Industries** | Los Angeles | February 2001 – October 2001  
*Collaborated with IT and Marketing in [re]design of both online and print marketing tools*

- Responsible for concept and redesign of company's corporate annual and Website
- Created a 400+ page intranet site used by project managers and engineers
- Site redesigns streamlined the process of obtaining both new employees and clients

**Art Director/Designer** | **Additional agency experience** | NY & Houston  
Ogilvy & Mather | Draft | Deutsch | Bates SW

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## EDUCATION

### Certificate in Web Producing

- NYU - 2011
- Information Architecture
  - User Interface
  - Media Management
  - Law for Web Producers
  - Producing for TV and New Media

### The Savannah College of Art & Design

- May 1994
- BFA in Graphic Design
- Cum Laude
- National Dean's List

## PUBLISHED

### Pushing the HACK

[pushingthehackbook.com](http://pushingthehackbook.com) >  
*Stories and Insight from a 100-Year-Old Retired New York City Taxi Driver*

- Q&A, trivia, history and fun facts about NYC and its famous taxis!

### The Stuff Type is Made Of

*Authored and designed intended as a reference learning tool*

- Simon & Schuster/Pearson Education publisher, © 2000
- Adopted by over 130 U.S. colleges and universities
- Includes type terminology, "history of" sections, comparisons, color, leading and kerning

## DESIGN INSTRUCTOR

**Santa Monica College** | LA  
**Learning Tree University** | LA  
**The Art Institute** | TX & LA

- Instructed on layout, type, color, branding and creative process, QuarkXpress and Photoshop
- Responsible for creating and preparing projects, tests and student reviews
- Ages ranged from 18 to 55, class sizes from 8-30 students, 2-3 classes per week