

Cathy Henszey

www.cathyhenszey.com
cathy@cathyhenszey.com
347 886 2061

Creative Director = innovation + marketer + graphic design + manager + talent scout + mentor

Visionary designer with an impressive portfolio and record of driving business for diverse industries. Passion for creating sharp, professional, and unique designs that immediately attract clients. Skilled in developing high impact brand identities, advertising, marketing materials, web sites, and social media campaigns. Track record of meeting demanding deadlines, communicating effectively, with multiple cross-functional teams, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking a hands on approach in directing artists, collaborating with clients, and bringing creative concepts to life.

Core Competencies Company Branding + Identity Development + Image Building + Public Speaking + Design of Graphic Materials + Marketing and Advertising + Communication Campaigns + Social Media Campaigns + Collateral Materials + Web Site Design + Packaging Design + Product Development + Event Design + Posters & Signs + Trend Forecasting + Retail Fixtures and Displays + Apparel Graphics and Trim Design + TV and Video + Conceptual Direction + Lay out and compositions + Font and Color Management + Staff Inspiration & Training + Project Management + Hiring and Recruiting + Typography + Budget Management and Scheduling + Client Service and Management + PR Campaigns and Press events

Consulting and Design Projects

2012 | Sherle Wagner Promotion designs for the Plaza Hotel and the Land Mark 15 USW projects
2013 Visual designs for the launch of China, LA and Chicago showrooms
2014 | Real Water Re-brand Corporate Identity, consulting on new website and social marketing
2015 | Eye of The Day Award winning book design **GYSP** Design & launch of new consumer magazine
2016 | Louver Systems Develop Corporate Branding, Identity, & Corporate and E-commerce websites.

Career Success:

cardboardesign

2007 to 2011 | Partner | Executive Creative Director | Product Designer:

Established a cutting edge cardboard furniture and housewares company, designing products that were visually exciting, easy to use, eco friendly, and inexpensive. Effectively promoted products through compelling branding, packaging, print / web marketing initiatives.

Delivered Results:

- Garnered numerous awards and acknowledge in major publications such as Forbes, Entrepreneur, GQ, Wired, New York Magazine, The New York Times, The Financial Times, TimeOut, Cosmopolitan, Elle, Brides and H&G Magazine.
- Produced highly successful and publicized events such as The Guggenheim Gala honoring Frank Gehry, Climate Change launch for the Museum of Natural History, NY, Intelligent Nutrients product launch for the Founder of Aveda, Hampton Design Show House with HG magazine, Sundance Channel "Bid Ideas for a small Planet, MTV, Boy Meets Girls episode "Behind the seams," multiple Extreme Home Makeover episodes, and Barney's store windows.
- Created and strengthened the corporate identity by directing a cohesive marketing to shamelessly execute diverse projects that included catalog development, SEO and online advertising campaigns.
- Designed Holiday "Wish Tree" for the first Obama White House Holiday: created an eco-friendly presentation That held over 100,000+ visitors wishes

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Perry Ellis International

1996 to 2007 | Consultant | Creative Director | Designer:

Pioneered graphics programs for all five Perry Ellis Brands encompassing 54 licensees, in 48 categories worldwide. Devised corporate identity guidelines to ensure the best use of all logos and branding material featured in retail stores, showrooms and advertising and promotions. Oversaw creative development for all surface, apparel and fabric graphics. Produced fashion trend forecasting books for all brands for every season, working closely with fashion and product designers from each category. Over saw all outside vendors/people involved in our projects. Hired and managed highly talented creative professionals while maintaining a positive, inspiring and efficient work environment.

Delivered Results:

- Successfully developed and integrated a fresh, new company corporate branding initiative by collaborating with company owners/executives to achieve multi-layered brand identities.
- Created and produced a book and museum installation featuring original Perry Ellis designs in partnership with The Fashion Institute of Technology.
- Achieved uniform consistency worldwide by building the company's first intranet site for all licensees that contained corporate materials and manuals, brand standards, fixturing manuals, advertising images, look books and selling materials.

Henszey and Albert

1987-1986 Partner and Executive Creative and Marketing Director

Launched an award winning advertising/communications company focused on powerful image building. Devised impactful marketing programs, corporate/brand identity programs, print collateral, packaging, advertising, direct mail, store displays, TV commercials and videos. Led and motivated staff of 15 to peak levels of performance. Delivered all projects on time and within budget.

Arnell Bickford Associates

1985-1987 Art Director, Graphic Designer

Designed and developed Donna Karan New York Branding and Identity program from it's inception. Designed a custom typeface for her unique sense of style.

1987-1984 Electra/Asylum Records: Assistant Art Director, Graphic Designer

1981-1983 Bergdorf Goodman: Assistant Art Director, Graphic Designer

Notable clients

Tommy Hilfiger, Canyon Ranch, Paul Stewart, Ralph Lauren, RRL, Supersmile. Esprit, Norma Kamali, New York Times Fashion Magazine, Forstman Fabrics, Rosenthal China, GQ, JC Penny, New York Post, Parlux Fragrances, Misty Harbor, Weekend Exercise Co [Marika, Aerodynamics, Baryshnikov Bodywear and Sportswear], Donna Karan, Neiman Marcus, Sherle Wagner, Real Water, Flojos, The Fashion Chief

Technical Skills: Adobe Creative Suite | Microsoft Office

Teaching Success

1991-2011 The Art of Typography | School of Visual Art | Teacher,

Education

1981 Bachelor Degree in Graphic Design | California Institute of the Arts, Valencia, CA

