



Jeff Sokolowski
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As a creative professional with twenty-plus years of Creative/Design Director expertise, I am fortunate enough to be in a position to seek new and exciting opportunities. I have an eclectic resume that spans the entire media spectrum; from print to digital, branding and packaging, to project management, on a multitude of projects. I have directed and collaborated on accounts in the beverage, consumer packaged goods, entertainment, financial and technology industries. My entrepreneurial spirit and love for innovation, coupled with exceptional conceptual creativity and the ability to identify common sense solutions to the most complex creative goals make me an ideal addition to any creative team.

12/2013 – Present Cornerstone Strategic Branding - New York, NY
Creative Consultant

In this role I collaborate with several design teams primarily servicing the Nestlé Confections and Water accounts as well as supporting other projects as needed. Responsible for guiding the strategic ideation, design and development of retail consumer packaging and collateral materials from concept to final production. Provide inspiration to the team members with an eye toward innovation and current industry trends.

2010 – 9/2012 CBX - A Branding Agency - New York, NY
Senior Designer/ Photographer

Responsible for the strategic ideation, creation, and design of retail consumer packaging, collateral material, environmental and promotional items for major mass-market brands. Served as "Brand Keeper" for brands such as: Kimberly Clark - Depend, Scotts, Ortho and Miracle-Gro. In addition, as staff Photographer, I produced photographs and video for a wide variety of uses, from concept work to final art.

1996 – 2010 Digipict - New York, NY
Owner/Creative Director

A commercial photography/video company specializing all phases of digital photography, retouching, advanced pre-press and video production. As Creative Director I interfaced with clients, orchestrated the creative and production processes, supervised and directed all talent and provided final approval to ensure the high quality of every project.

Clients included: Kenneth Cole, Chopard, Crillion Importing, ESPN, Euram/Pali Capitol, FutureBrand, Givency, Guerlain, The Joyful Heart Foundation, Jose Cuervo Inc., MCA Records, Nabisco, Liz Claiborne, Safe Horizon, Susan Blake Inc., Revlon, Seagram of America, Telemundo, Triple Negative Breast Cancer Foundation, plus numerous small to medium-sized businesses.

1992 – 2005 The Chameleon Group - New York, NY
Founder, Chief Creative Officer

The Chameleon Group a multi-disciplinary strategic branding and design boutique fluent in both print and electronic media.

I directed the creative process from concept to production, managed project specific teams of marketers, designers, writers, production artists and programmers while managing our clients.

Client included: A&E Networks, Banknote Corp. of America, Christies, Commerce Inc., Crillion Importing, Hachette Filipacchi, HBO, Lipton, Newsweek, Nickelodeon, Philips Consumer Products, Polaroid Corp, Playboy Inc., Just Born Inc., Real Networks, Sands Brothers Investment Bank, Seligman Financial Group, Seagram of America, Victoria Creations, USA Networks, and numerous small to medium-sized businesses.

1985 – 1992 Freelance Art Director/Designer

Assignments for various package design consultants such as, The Coleman Group, Landor Associates and Gerstman+Meyers, servicing Fortune 500 clients including: A. H. Robins, CPC Foods, Hershey's, Nabisco, Merk Agvet, Proctor & Gamble, Johnson & Johnson, Welch's.

Education:
Bachelor of Fine Art Degree from School of Visual Arts - New York, NY

Samples of work are up on my web site. www.jeffsokolowski.com

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