



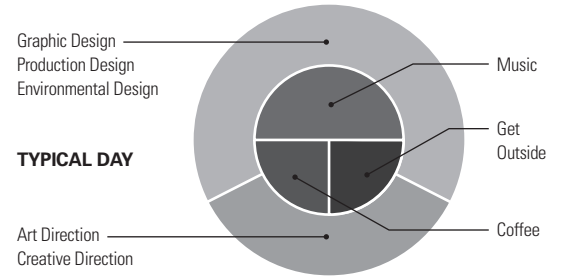
Anthony DeTore

Graphic Design & Production • Art & Creative Direction

Conway, NH • detoredesign@gmail.com • 978 609 8032

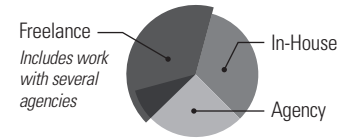
detoredesigngroup.com • linkedin.com/in/tony-detore-2b814020

A well-rounded, award-winning professional with extensive experience in graphic design, art direction, branding, creative management, environmental design, web design and photography within agency, in-house and freelance settings. Extremely organized, thrives in fast-paced environments and able to multi-task and work efficiently under tight deadlines. Embraces the creative process; can work independently or as a valuable team member to solve the toughest design challenges. Experienced at leading a team of designers, interns, freelancers, agencies and photographers. Passionate about rock music, camping, hiking and snowshoeing, and a faithful fan of the New England Patriots and Boston Red Sox.



INDUSTRY EXPERIENCE INCLUDES (but not limited to)

- Healthcare (hospitals, VNAs, community programs, medical devices, pharmaceuticals)
- Banking/Finance, Non-profits, Real Estate, Construction, Fashion & Footwear
- Identity Security, Pets, Legal, Education, Music & Entertainment, Household (B2B & B2C)



Adobe In Design, Photoshop, Illustrator, Acrobat; Quark Xpress; Squarespace, Constant Contact, Dreamweaver, Flash; Prezi; Microsoft Office; CAD Tools; Basecamp

PRINCIPAL / FREELANCE GRAPHIC DESIGNER & ART DIRECTOR DeTore Design Group, Conway, NH (January 2013-present)

Freelance designer providing brand, print, digital and environmental solutions to local, national and international clients in a variety of industries. Clients include Heywood Healthcare, Home Health Foundation, Circle Health, Santander Bank, Boston Senior Home Care, NxStage Kidney Care, D'Youville Life & Wellness Community, Greater Lowell Health Alliance, DirectAssociates, Morgan Records Management, Abiomed, Idemia North America, The Balsams Resort, SwanBio Therapeutics, Gallagher & Cavanaugh and USALLIANCE Financial.

Adrenaline Agency, Portsmouth, NH (December 2018-present)

Responsible for environmental design, production file creation and coordination with fabricators and printers, and brand culture training materials design and production for multiple financial institutions, including Comerica Bank, Fulton Bank, KeyBank, Kennebunk Savings Bank, UW Credit Union and Origin Bank.

ART SERVICES SUPERVISOR

Circle Health, Lowell, MA (June 2006-January 2013)

Accountable for the graphic design, art direction, creative services management, wayfinding, in-house photography and print buying for the hospitals and various service lines, physician practices and campuses. Collaborated with staff, directors and executive management to create a wide range of materials to support the brand within the community (ads, newsletters, flyers, brochures, annual reports, direct mail, wayfinding, environmental graphics, event marketing and web graphics). Developed and implemented brand guidelines for campus signage and corporate identity material. Delegated project responsibilities to in-house designers and interns, plus external freelancers, agencies and photographers, in a fast-paced marketing department; provided creative direction on branding requirements, workflow management and hospital policies. Executed other department duties, including inventory, invoicing, event planning and payroll.

GRAPHIC DESIGNER

McJ Healthcare Advertising, Boston, MA (October 2005-May 2006)

Designed and produced McJ's brochures, website and direct mail campaigns, which targeted current and prospective clients. Extended brand guidelines with moderate changes or interpretation to design logos, web banners, ad campaigns and marketing pieces for pharmaceutical clients. Managed stock photography for several clients; directed and/or took photographs for McJ's materials.

GRAPHIC DESIGNER

Swanson Advertising, Salem, NH (April 2001-October 2005)

Responsible for the design and execution of a variety of materials, including catalogs, advertising, corporate identities, brochures, websites, trade show graphics, point of purchase materials, packaging, signage and book design. Developed strong customer relations and management skills while serving as an account manager at a full-service agency for local and international clients.

GRAPHIC DESIGNER

Fletcher LTD, Georges Mills, NH (February 2000-April 2001)

Responsible for the design and production of the national advertising, catalogs, photography (product and model), and a variety of print media for several international footwear and outdoor apparel corporations.

AWARDS

2012 NESHCo Lamplighter Awards: Annual Report (Silver); External Periodicals and Special Events (Award of Excellence)

Judge for the DxMA's Dx Creative Communications Awards — 2016 and 2017

EDUCATION

Bachelors of Fine Arts, Graphic Design, May 2000. Colby-Sawyer College, New London, NH. Graduated Magna Cum Laude.