



# FRANK L. SZELWACH (*shel-vok*) • ART DIRECTOR

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## QUALIFICATIONS

Proficient skills in a broad spectrum of creative-based media including graphic design, painting, sculpture and photography. Computer skills include extensive knowledge of desktop publishing applications such as Adobe Illustrator, Photoshop and Indesign, as well as Quark Xpress. Additional knowledge of web-based and film-editing applications include Adobe Dreamweaver, Adobe Flash and Final Cut Pro.

## EDUCATION

**1998-1999 Bachelor of Fine Arts, THE ART INSTITUTE OF BOSTON**  
**1995-1997 CW POST; LONG ISLAND UNIVERSITY**

## NOTABLE AND RECENT FREELANCE EMPLOYMENT

### **Art Director: BOTTLEROCKET MARKETING GROUP**

Design of various print and web material for clients such as GE Consumer and Industrial, NBC Universal, The Summer and Winter Olympics as well as various broadcast cable networks including TBS, TNT, AMC, Bravo, truTV, SyFy, and many more.

### **CAD Designer/Color Manager/Graphic Artist: COLDWATER CREEK NY DESIGN STUDIO**

Assist in design process and direction from seasonal color creation and design guidelines to photography and actual textile print designs.

### **Photographer/Photo Editor: IMAGE GROUP LA**

### **THE ACADEMY AWARDS (2006-2009) and THE GOLDEN GLOBE AWARDS (2008-2009)**

Official freelance photographer/photo editor for The Academy of Motion Picture Arts and Sciences, and The Golden Globe Awards.

### **Art Director/Photographer/Photo Editor: MISS UNIVERSE L.P., LLLP**

Photography, photo retouching and photo editing, as well as design for various website and print material.

### **Graphic Artist: ABC TELEVISION**

Design of various web advertisements for ABC.com.

## FULLTIME EMPLOYMENT

### **2001-2007 Art Director/Graphic Artist: MISS UNIVERSE ORGANIZATION (An NBC Universal Inc. and Donald J. Trump Partnership)**

Responsibilities ranged from print layout and design to conceptualizing and directing photo shoots to photo editing, retouching, and archiving. All tasks were accomplished within a strict deadline driven environment while traveling to multiple locations around the world and overcoming the obstacles of various settings and situations.

Notable Large Projects and Accomplishments Include:

- Conceptualize, design and prepare layouts for all in-house print materials including Magazine Ads, Stationery, Company Branding and Logos, Promotional Material, Package Design, Fashion Photography Retouching, etc. Recurring yearly projects include Art Direction of Program Books and Posters for all three major productions (Miss Universe, Miss USA, and Miss Teen USA).
- Creative Director for the Miss Universe Organization's first major publication: *UNIVERSAL BEAUTY: The Miss Universe Guide to Beauty*. Responsibilities included overseeing, organizing and directing the visual aspects of the book as well as searching archival photos, styling and preparing beauty product photo shoots and directing outsourced illustrators.
- Worked directly with Hewlett Packard on an exclusive sponsorship for the Miss Universe 2003 competition in Panama to quickly design and produce a large quantity of various print material on-site.
- Designed a large-scale billboard that was displayed on Sunset Boulevard in Los Angeles, CA advertising the 2006 Miss Universe Competition.
- Backstage and event Photographer for all telecasts.
- In-house Videographer/Photographer for special press events.

### **1999-2001 Assistant Art Director: TROMA ENTERTAINMENT FILM STUDIOS**

Conceptualized, designed and prepared layouts for all print material including Film Posters, Packaging (DVD & VHS), Advertising, Promotional Material, etc. Created Digital On-screen Graphics including banners, watermarks and simple animation. Created props for use in films.

### **1999-1999 Graphic Artist: COMPUCOLOR PRINTING INC.**

Worked directly with clients to conceptualize, design print layouts and pre-press for an in-house print production facility.