

Jay Morales, Creative Director

Years of Experience

40

Education

Hunter College
School of Visual Arts

Professional Affiliations.

Graphic Arts Guild
Multiple Awards in: ADDYS, Andys,
Art Director's Club, Athena, Clio,
Ceba, Communication Arts, Creativity,
EFFIES, London, Ireland & New York
Film Festivals, The One Show

Key Qualifications:

Jay Morales has worked as an art director and graphic designer for major advertisers for over 35 years. In that time he has teamed with some of the best creative talent in the business, and has produced award-winning work in a broad range of categories.

He began his career at Doyle Dane Bernbach as assistant to the legendary Bob Gage working on campaigns for Polaroid Cameras and Films. He also developed print and TV for Clairol, GTE Sylvania, Jamaica Tourism, Polaroid Sunglasses, Seagrams and Volkswagen. As a result of this work Jay was given the responsibility of supervising American Airlines and Celanese Corp. After producing award-winning work on those accounts his role was expanded to include Atari and Polaroid Professional Films.

Relevant Experience:

Creative Director, Senior Vice President DDB/Needham: In 1988 Jay became Creative Director on Amtrak and GTE Corporate, where his work won many major awards. With 31 years experience as art director/creative director, he also played a key role for large corporate clients such as American Airlines, The Bank of New York, Compaq, Digital Computers, Fort James Papers, Lockheed Martin, Mobil Oil, NY State Lottery, Princess Hotels and Spanish Tourism. Jay worked closely with clients' marketing departments and top management. His responsibilities ranged from strategic development to execution. He is experienced in all forms of media: Collateral, print, broadcast and web. Consumer, business to business and new product introduction.

Projects Include:

As Creative Director of FarnumMorales, Inc. advertising and graphic design, responsibilities include the management and day to day supervision of the following accounts:

Alliant Cooperative Data Solutions—Brand positioning, design and production of all materials

AmeriCorp—Brand positioning, brochure, ID system, trade display and web

Cendant Corp.—Brand positioning, advertising, logo design, banner ads and web site

Community Foundation of NW Connecticut—Collateral, newsletter, web site and annual reports.

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CFO Magazine—Creating brand positioning, advertising, collateral, media kits, setting standards for all media, electronic media (e-mail newsletters, banner ads, web pages) and presentations

The Economist Group—Setting group standards and guidelines for all sales divisions

Exxon/Mobil Aviation—Brand positioning, logo design, advertising, billboards and promotion

Federal Motor Carrier Safety Administration, created print advertising and collateral for the Administration's CSA 2010 (Comprehensive Safety Analysis) program.

New Milford Hospital—Creating brand positioning, advertising, collateral, brochures, newsletters, outdoor, developing fund drive programs and outreach materials

Take Care Health Clinics—Print, outdoor and radio advertising