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# Alan D. Lessner

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*At the intersection of focused thinking and creativity,  
exists that rare combination of design and business acumen*

A **creative professional** with a **history of successful advertising, branding, and design.**

Creative **problem solving abilities, conceptual aptitude, and strategic thinking.**

Turning **strategic objectives** into **compelling creative** materials.

Taking projects from **concept to completion**, whether managing a team or working alone.

Participation in **client-agency workshops** to help **shape short and long-term brand strategies.**

**Conceptual** and **strategic development** of the brand.

Involved in short and long-term **tactical planning, crafting creative briefs, and estimating.**

**Client interaction** including **presentation** of creative concepts.

Immersed in **brand identity**, the science behind the brand, it's therapeutic class and competing brands.

Extensive **pharmaceutical communications** agency **expertise across many therapeutic classes.**

**Launch** of new product extensions, and **integration** of tablet based digital sales platforms.

**Thrives** and **excels** in fast paced, challenging environments.

**Supervise, manage, and mentor** junior team members, interns, developers, freelancers, and vendors.

**Participant** on many **new business pitch teams.**

Regularly **recruited** by other teams to **participate and collaborate** in **conceptual brainstorming.**

**Direct, manage, and coordinate** multi-day, multiple location **photoshoots.**

Viewed as a **voice of reason** with a **get it done right the first time approach.**

Experience **designing for a wide range of media.**

A **respected** and **valued team member.**

**Manage multiple projects** within respective budgets, deadlines and organizational procedures.

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## Work Experience:

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2/2012- Present:	Freelance Graphic Design Professional
8/2006- 2/2012:	Group Art Supervisor, Publicis LifeBrands/Medicus
1997-8/2006:	Senior Art Director/Art Supervisor, Adient/Commonhealth
1994-1997:	Designer/Art Director, Miller Advertising

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## Skill Set:

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Proficient in the use of MAC based Adobe Creative Suite (InDesign, Illustrator, and Photoshop), Adobe Acrobat, Quark Xpress, MS PowerPoint and Word.

Working knowledge of Fireworks, Dreamweaver and Adobe Digital Publishing.

Traditional skills include marker and paper comps, storyboards, illustration and knowledge of print production.

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## Awards:

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Rx Club award winner 2002-2007, and 2010.

Art Directors Club of NJ 2004 Gold Award.

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## Contact:

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