



DAVIDRHEINHARDT
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EXPERIENCE

FREELANCE GRAPHIC DESIGNER—Chatham, NJ
November 2014 - Present

Created cover designs for publishing and audio book publishing companies. Determined uses of typography, photography and illustrations for covers. Worked closely with account, creative heads and stake holders to produce strong visual concepts appropriate for the brand, audience, market, and culture. Designed various projects for pharmaceutical companies and pharmaceutical advertising agencies including: otc and rx packaging design, sales motivational kits, branding/identity, branding guidelines, corporate logos, monographs, brochures, sales aids, websites, icons, ui/ux and mobile applications. Clients include: Audible Books, Penguin USA, Gildan Media, Merck, Wockhardt, Novartis, Pharma Health Labs and NaviSync.

BROADLEAF CREATIVE GROUP

(Pharmaceutical Advertising Agency)—Parsippany, NJ
Senior Art Director • March 2004 - November 2014

Designed various projects for pharmaceutical companies including: otc and rx packaging design, sales motivational kits, branding/identity/guidelines for entire product lines, corporate logos, monographs, brochures, sales aids, websites, icons, ui/ux and mobile applications. Involved in all phases of design, from concept to finish. Brain storming sessions, art direction, commissioning design and illustration work. Overseeing the production on all work and managing a stable of freelance and staff designers. Clients include: Wockhardt, Merck, Novartis, Morton Grove, Novocure, and Celegne.

SIMON & SCHUSTER NEW MEDIA

(Publishing)—New York City
Art Director • August 1997 - March 2004

Packaging design for console titles (XBox™, Playstation™, GameCube™ and Gameboy™), interactive software and audio book titles. Responsible for creating a variety of promotional and advertising designs as well as packaging, creating custom die lines, direct mail pieces, web sites, animated web banners, and pop and display pieces. Involved in all phases of design, from concept to finish. Art direction, commissioning art and overseeing the production on titles and managing a stable of freelance and staff designers.

CONTACT

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W www.rheinhardt.com

EDUCATION

School of Visual Arts—New York City
BFA, Graphic Design

EXPERTISE

Adobe Creative Cloud (Illustrator, Indesign, Photoshop, Dreamweaver, and Flash) and Bohemian Coding Sketch



SOCIAL

 https://www.behance.net/David_Rheinhardt
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