

LEN SMALL

561 5th Street #4
Brooklyn, NY 11215
646.221.6950
lenpsmall@gmail.com

EXPERIENCE

LEN SMALL DESIGN, INC., 2003-present

OWNER, DESIGNER

Selected clients:

MTV, New York

- Created presentations for internal marketing and new business

RAZORFISH, New York

- Contracted to create pitch packages for new business and web design for retainer clients, including Mercedes-Benz USA and EMC

PRINCETON IN ASIA, Princeton, NJ

- Design and art direction for fundraising event collateral, including invitations and restaurant guide

TASTE OF THE NATION BROOKLYN, New York

- Logo and identity work for non-profit benefit event

EMPAX, 2007

DESIGNER

- Design and programming for non-profits including Alliance for Climate Protection, Jazz Hostels, Other Israel Film Festival

FRY INC., 2006

ART DIRECTOR

- Directed and designed for e-commerce websites for corporations including Gevalia, Tassimo, Godiva, Builders Square

R/GA, 2000-2003

WEB DESIGNER

- Member of the IBM dedicated team: constructed IBM global template & guidelines, created US and international sites for homepage and products
- Presented concept and design for web sites including Merck, SC Johnson (Raid, Oust Air Sanitizer), BankOne, Gloss.com
- Created graphics for websites including Ellis Island, Estée Lauder, BAM, AOL Time Warner
- Constructed animated web advertising for Nike and IBM
- Best Interactive Agency of 2001, AdWeek Magazine

JUPITER MEDIA, 1998-2000

GRAPHIC DESIGNER

- Designed marketing projects, including conference brochures, sales promotional materials, trade and conference magazines
- Produced print advertisements: Billboard, Fortune, Forbes, Time Magazine, The Wall Street Journal
- Jupiter Achievement Award for Commitment, 1999

GRADUATE WORK

PITCH: MFA Design Thesis Exhibition, 2008

- Semi-Finalist for 2008 Adobe Design Achievement Awards (Print Communications)
- Copywriter, co-designer, and editor for exhibition, biographies, and press release

CRIT, 2006-2008

- Editor and writer for Graduate Design blog (designcrit.us)
- Art directed 2008 CRIT redesign and relaunch

Serious Fun: MFA Design First Year Exhibition, 2007

- Copywriter and editor for exhibition and biographies

EDUCATION

SCHOOL OF VISUAL ARTS, New York, Masters of Fine Arts in Design, 2008**WASHINGTON UNIVERSITY IN ST. LOUIS**, Bachelor of Fine Arts in Sculpture, 1995