

## ed pusz | design director

| edpusz.com | 914.482.5055 | linkedin.com/in/ed-pusz

**career highlights** | Created the signature Museum of Modern Art typeface and MoMA logotype; led a diverse museum team of stakeholders in the creation of design and installation of all building code and landmark signs.

Built the creative team at The New School and Parsons to launch a revitalized university brand. Utilized all channels to visually and conceptually unify all five colleges, driving audience engagement and conversion.

Designed landmark building signage for NJPAC. Extended the reach of Newark community education programs.

### experience | **The DOG | director of strategic communications** | Putnam Valley, NY

**2019 — PRESENT** Provided strategic oversight and direction to align business and marketing goals to turn a country kennel into a high-margin luxury dog training facility.

- Created and executed all communication materials and messaging for each touch point through the purchase funnel. From awareness to lifelong customer.
- Utilized analytic and extensive audience analysis, client interviews, and competitive market research.
- Managed a team of photographers and producers to develop and maintain social and web platforms.

**2017 — 2018 | NJPAC The New Jersey Performing Arts Center | creative director** | Newark, NJ

Built a new design team to bring operations in-house to collaborate and launch an innovative brand system created by Paula Scher.

- Led design direction for corporate communications. Built overall brand identity reducing customer attrition.
- Drove stakeholder workshops and archival research to develop a Tone and Voice Guide, culminating in the publication of a book including 20 years of archival material and oral history.
- Brought design, production, and sales of monthly "Playbill" in-house, creating opportunities for corporate partnerships, membership development and ad revenue.
- Designed and engineered permanent campus signage and way-finding systems.
- Crafted partnerships with national networks to develop identity packages for broadcast events, including lead design for the New Jersey Gubernatorial Debate.

**2010 — 2017 | The New School and Parsons School of Design | senior art director** | New York, NY

Recruited and led a large team of professionals, professors, and students to implement a new University brand launched in collaboration with Pentagram.

- Oversaw the complete redesign of an extensive web presence; designed and coded the first responsive mobile website in the higher education market.
- Moved retail design, development and distribution in-house, created a physical store and e-commerce presence, converting a third party expenditure into a profit center.
- Developed strategy, recruitment and advertising to launch a new Parsons campus in Paris and New Delhi.
- Partnered with Ruedi Baur to design a unique typographic sign system for the centerpiece building project; designed new ADA compliant campus signage.
- Researched and designed a fashion book by Parsons Alumni for former first lady Michelle Obama.
- Initiated student/faculty collaborations to create multiple installations and experiences throughout the city.

**2007 — 2009 | Cortlandt Center for The Arts | design director + board member** | Westchester, NY

Strategic planning and brand development for a non-profit arts education organization.

- Developed all communications, business plans, and self-sustaining marketing tools.
- Wrote grant applications, built a donor base, and created business partnerships.
- Developed curriculum and instructed classes.

**2000 — 2007 | MoMA The Museum of Modern Art | design director** | New York, NY

Guided the design team to expand the brand through major building projects, initiatives, and new channels critical to the Museum's growth and success.

- Provided critical design support for MoMA's merger with PS1 Contemporary Art Center; including strategy white paper, branding systems, and advertising. Established the *Summer Warm up series*.

Collaborated with Danny Meyer to design the visual identities for three distinct museum dining experiences.

Produced all signage, menus, and communication materials with back-end support systems.

- Created the MoMA QNS sub-brand with Architect Michael Maltzan and BASE Design to provide critical support during the Museum's two-year relocation to Queens.

- Partnered with Paul Mijksenaar on plans and designs for signage and fixtures in three MoMA DesignStore retail locations.

Initiated new identity systems and revenue streams for the MoMA DesignStore, including e-commerce, gift catalogs, and packaging. Oversaw all retail space and marketing support web and social.

- Worked with the disability advisory board to improve accessibility to the museum and its materials. Created an ADA guide for exhibition designers distributed to museums across the country.

# ed pusz | design director

| edpusz.com | 914.482.5055 | linkedin.com/in/ed-pusz

<b>early experience</b>	<b>1998 – 1999</b>	<b>MoMA The Museum of Modern Art   assistant director</b>   New York, NY Worked with artists and curators to create exhibitions, educational installations, publications, and new media experiences that provide memorable museum experiences. <ul style="list-style-type: none"><li>– Designed and executed installations throughout my museum tenure. Chuck Close, Bonnard, Japanese Textiles, Jackson Pollock, Walker Evans, Yayoi Kusama, Workspheres, Matisse, Picasso, and Pixar.</li><li>– Developed economic activity pitch to the NYC mayor securing \$75mm seed capital that drove over \$650mm in private investment.</li><li>– Established a six-week exhibiton training program in conjunction with NYC high school students to curate, design, and install the annual district art exhibition.</li><li>– Contracted to develop a line of unique products for sale, resulting in annual personal royalties.</li></ul>
<b>1996 – 1998</b>		<b>Schmidt and Sloan Advertising   art director</b>   Minneapolis, MN <b>Multifaceted b2b tech agency.</b> Designed global advertising and campaigns, print collateral, annual reports, trade show installations and point of purchase interventions. Designed acquisition pitches and provided presentation support to account managers. Created retail packaging for major software titles.
<b>1995 – 1996</b>		<b>2110 Design Group   assistant art director</b>   Minneapolis, MN <b>Design studio specializing in non-profit sector.</b> Created communication materials for community groups, government agencies, and international corporations. Developed human resource training programs on diversity awareness for clients including Bell Atlantic, Pillsbury, 3M, Target, African American Family Services.
<b>1996 – 1998</b>		<b>The Bridge for Runaway Youth   crisis counselor</b>   Minneapolis, MN. <b>Family and youth crisis intervention.</b> Counseling, support, and reunification at a residential runaway shelter.
<b>1994 – 1995</b>		<b>Design Organization   graphic designer</b>   New York, NY <b>Studio specializing in publication marketing.</b> Designed sales materials and point of purchase systems for clients such as Random House, Knopf, Little, Brown & Co.
<b>education</b>		<b>Pratt Institute   communication design</b>   New York, NY <b>1992 – 1994</b> Fall 1992 Dean's List, Spring 1993 Presidents list. Art Directors Club Honors Scholarship.
<b>1987 – 1990</b>		<b>Kingsborough College   art history + fine arts</b>   Brooklyn, NY
<b>lectures</b>		<i>Brown bag design lectures, The Museum of Modern Art. Design on the way to MoMA QNS, Westchester Community College. The Art and Experience of Content Design and Management, Society for Environmental Graphic Designers. Wetfolding Paper Techniques, Cortlandt Center for the Arts.</i>
<b>collections</b>		Works represented in the Cooper-Hewitt Design Museum permanent collection.
<b>skills</b>		Adobe Creative Suite, Word, PowerPoint, Keynote, Excel, Google Apps. Developed and proficient in multiple content and asset databases. Paper folding and paper architecture, hand lettered type and iconography, photography and animation.