

# Paul Gaj

## Paul Gaj

108 West Main Street  
Groton, MA 01450

978. 807. 9422  
pgaj@pgajdesign.com

<http://www.pgajdesign.com>

## Creative Director | Art & Design Director | Illustrator

### Experience:

#### Present

*Creative Director, Art & Design Director, Illustrator*

#### **Paul Gaj Design**

Groton, Massachusetts

Projects include: advertising campaigns, Web design, direct mail, branding and identity design, art direction and illustration for complex print production projects, book and catalog design, corporate magazines and newsletter design and production, architectural and exhibition fabrication and construction design and supervision, multi-media and digital file formatting.

*Adjunct Professor*

#### **Chester College of New England**

Chester, New Hampshire

- Level 4.0 Advertising Design
- Level 4.0 Advanced Design

#### **2006 - 2009**

*Creative Director: Corporate Communications*

#### **TAC Worldwide**

Dedham, Massachusetts

Established an in-house advertising and marketing division for a \$750 million IT and Engineering staffing company. Initial responsibilities included:

- Hiring and evaluating staff
- Budget review
- Hardware and software procurement and standards
- Re-branding and new program marketing

On-going projects included:

- Corporate identity standards
- Online, transit and print advertising campaigns
- Trade show, apparel and promotional item design
- Corporate and subsidiary web site re-design
- Creation of an industry-focused trade magazine
- Multiple program, brand and identity launches and events

1.

The position involved strategic and creative origination of all communications and marketing materials in all media.

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## Creative Director | Art & Design Director | Illustrator

### **2004 - 2006**

*Senior Art Director/Creative Services*

#### **Deluxe/NEBS**

Groton, Massachusetts

In addition to managing a 15 - person design department and a bank of freelance talent, I directed the annual design and delivery of several thousand pages of printed materials. They included: catalog covers, apparel catalogs, direct mail campaigns, and catalog interiors for web, sheet and dynamic document printing. Responsibilities also included budget and scheduling, virtual and remote project direction, marketing and strategy collaboration, digital asset management evaluation, hardware and software updates and maintenance, as well as photo direction and proofing. Implemented and directed the branding initiative of the corporation after its recent acquisition.

### **1996 - 2004**

*Creative Director, Art & Design Director, Illustrator*

#### **Paul Gaj Design**

Groton, Massachusetts

Projects included advertising campaigns, web design, direct mail, and identity design. Designed, directed or illustrated complex print production projects, architectural and exhibition fabrication and construction, multi-media format and file development, and digital imaging for clients such as Analog Devices, Chase Bank, Compaq Computer, Dunkin' Donuts, NERA, Nortel Networks, and 3Com.

### **1986 - 1995**

*Senior Art/Design Director*

#### **WTM Advertising & Public Relations**

Weymouth, Massachusetts

Managed an 8 - person art department, designed and directed advertising campaigns, annual reports, direct mail, architectural and exhibit design, high-end print production, identity design, and digital imaging for clients such as Hitachi, NYNEX (Verizon), Scitex, and XEROX.

### **1978 - 1986**

*Principal/Design Director*

#### **Classic Graphics (Design Studio)**

Mystic, Connecticut and Hingham, Massachusetts

Designed and directed advertising campaigns, annual reports, direct mail, architectural and exhibit design, high-end print production, identity design, book, catalog, poster design, packaging and illustrations for clients such as General Electric, Mystic Seaport Museum, Pepsi, and Thermos.

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## Creative Director | Art & Design Director | Illustrator

### Client Experience:

Auspice Corporation, Analog Devices, CHASE Bank (NY), Cognos, Compaq, Digital Equipment Corporation, Dunkin' Donuts, Foliage Software Systems, General Electric, Hasbro, Harte-Hanks Data Technologies, Hitachi, IBM, IRIS Graphics, LTX, Mystic Seaport Museum, NERA, Nextera, Nortel Networks, NYNEX, Pennwell Publications, Pepsi, PictureTel, Scitex America, Simplex, Sycamore Networks, TAC Worldwide, Thermos, Thinking Machines, 3Com and XEROX.

### Tools & Techniques:

#### Traditional

Watercolor, Pencil, Colored Pencil, Pen & Ink

#### Software/Applications

Acrobat, Bryce3D, Carrera 3D, Dreamweaver, Flash, Freehand, HTML, Illustrator, InDesign, MS Excel, MS PowerPoint, MS Word, PhotoShop, Poser, Quark

### Education:

#### Paier College of Art

Hamden, Connecticut  
Illustration, Graphic Design

#### UMASS

North Dartmouth, Massachusetts  
Book Design, Graphic Design

#### New England School of Art & Design (Suffolk University)

Boston, Massachusetts  
Graphic Design

### Affiliations:

Member AIGA, Adjunct Professor, Chester College of New England,  
Concord Art Association Artist, Sharon Art Center Artist.

**Print:** *17th Directory of Illustration* and *18th Directory of Illustration*

**Portfolio Review Upon Request**

**Online Portfolio:** <http://www.pgajdesign.com>