



Charlotte Noruzi

510 East 79th Street
New York NY 10075
646.872.0498
c.noruzi@gmail.com

CHARLOTTE

Professional Experience

Advertising

Cline Davis Mann and CDMi Connect 2010-present

Freelance Art Supervision - print and web: product launch, tablet PC, directing other freelancers

Regan Campbell Ward/McCann 2010

Freelance Art Direction - product launch

Draft FCB/Interpublic Group 2009 - Freelance Art Direction

Flashpoint Medica/Omnicom Group 2006-2009

Group Art Supervisor, print and digital

Quest Diagnostics (development of 3 integrated campaigns to better promote the benefits of Quest's lab services)

Supprelin LA_Endo (award-winning print campaign; website redesign)

Valstar_Endo (product launch)

Established Products_Pfizer (logo design/ redesign of a global-access intranet site called Community Practice Network (CPN))

At Flashpoint, I managed multiple accounts and was responsible for: developing new creative/campaign evolutions, supervising and delegating to junior staff, vendor relations, setting up/art directing photo shoots, leading art direction on new business pitches, re-designing the Flashpoint stationery, and several logo design projects.

Grey Healthcare Group/WPP 2005 - Senior Art Director

Floxin_Daiichi

I was hired to create a completely new look and feel for this brand's relaunch. Branding workshops included brainstorming on brand strategy, positioning and identity; art directing illustrators on initial concepting, choosing photographers and art directing photo shoots, designing sales aids, posters and a comprehensive direct mail program; working closely with Studio/outside vendors

Medicus NY/Publicis Groupe/2003-2005 - Art Director

Arimidex & Faslodex_AstraZeneca

Uroxatral_Sanofi-Synthelabo

My position as art director required teaming up across several brands, product launch development, pitching, campaign concepting and execution (specifically on Macugen_Pfizer and Fuzeon_Roche), client relations, tactical/strategic development, directing illustrators and junior staff, art directing photo shoots.

Bates Worldwide 2003 - Art Director

Allied Domecq

Experiential branding in the bar, restaurant or event included Kahlua on-premise promotional elements: interactive table tents, happy-hour gong, stir rods and straws, drink cards and neckers; Beefeater Dry gin and Courvoisier cognac: corporate branding consisting of carrying cases, portfolios, coasters, glass stirrers, stationery, as well as their Multibrand guidelines and glow-in-dark cocktail guide



Environmental/Graphic Design

Charlotte Noruzi

Professional Experience

Urban Iran - Mark Batty Publisher 2008

Creative Director and Co-author

This milestone book on Iranian urban culture and subculture features street art/graffiti, and the music, photography, illustration and publishing scenes in Tehran today.

Perspicious 2007

Director of exhibit graphics

For this Pratt Institute gallery opening inspired by the work of Ludwig Wittgenstien, I designed the exhibit graphics: signage, brochure, posters, and co-curated the show.

New York City Police Museum 2002

Exhibit Graphics Designer, in collaboration with The Displayers

Bold and "gritty", larger-than-life graphics, layering of materials and interactivity exemplified the exhibit's title, "Stronger Than Ever" and reenacted the 9/11 experience for this anniversary exhibition.

Steve Madden, Inc 2000

Design Proposal/Consulting

This hot and trendy shoe giant was looking for a face-lift for their general shoe packaging; a look that was more up-to-date, ownable and consistent with their retail stores. I looked to graffiti as a springboard and used spray-painted designs on shopping bags, shoe boxes, hang tags and shoe labels.

Chermayeff & Geismar 1995-1999

Design and production

At C&G, I learned the design ropes and had the opportunity to work on everything from corporate Identity, annual reports, packaging design to environmental graphics for such clients as The New York Public Library, the D-Day Museum-New Orleans, the John Heinz Wildlife Center at Tinicum, The Lisbon Aquarium, the May Company (Lord and Taylor, Macy's, etc), the Cummins Engine Companies, and the Smithsonian Institution.





Illustration for publishing & advertising

Charlotte Noruzi

Exhibition/Teaching/Lectures

Professional Experience

My illustration clients have included:

Harvard Divinity Journal

Where NY magazine

DDB Canada

St. Martin's Press

Harper Collins

Dutton Children's Books

Tor Books

Bloomsbury Publishing

Abrons Art Center/Henry Street Settlement, New York March 2009
Waterfall: a group exhibit of woven wall hangings

National Museum of Women in the Arts, Washington DC 2007/2010
Lady of Shalott: my woven and illustrated book of Tennyson's poem is placed in their permanent collection and will be featured in the second edition of the Museum's publication, *The Book As Art*

The Metropolitan Museum of Art, May 2006
Group exhibition, featuring the premiere issue of Studio 1482's magazine, "Go Do It".

Pratt Institute-Professor: 2005-2007 Undergraduate COM-D

Guest Lecturer-Parsons School of Design/Pratt Institute-Ongoing
Portfolio presentation and lectures for junior and senior illustration and digital photography students as career guidance and direction.

-The Society of Illustrators Student Show: exhibition judge, 2005

-The RX Club: exhibition judge, 2006. Award of excellence for the patient education campaign, "Get Screened!", designed for AstraZeneca, 2004

-1000 Graphic Elements: my label designs for Steve Madden and packaging designs are featured in this book, 2005

-The Art of Promotion: my self-promotion campaigns and design expertise are featured in this book, 2004

-PRINT Magazine's Regional Design Annual, 2001
and *The Black Book*, 2002

-Society of Illustrators 43rd Annual Exhibition 2001

Education

Parsons School of Design, New York : BFA in Illustration 1992
David J. Passalacqua School of Drawing and Illustration

