

# BARB CHOTINER

narberth, pa 19072 | 215.760.0744 | zuckee@gmail.com  
linkedin.com/in/barbchotiner | [barbchotiner.com](http://barbchotiner.com)

**DESIGN LEADER  
+ CREATIVE THINKER**

## WORK EXPERIENCE.

### **Design Manager, The Franklin Institute.** Philadelphia (Aug. 2017 – present)

Currently the lead designer/art director for in-house creative department (under Marketing, Digital and Communications) at nationally known science museum.

Pre March 2020, I supervised a team of 4 designers and oversaw 75+ monthly projects. Led the team with weekly meetings and brainstorming to help motivate and to think creatively and elevate the TFI brand. Provided art direction, feedback and inspiration resources. Due to covid layoffs, the team was let go and since then, I have been leading design for all advertising, marketing and digital creative.

- As a direct report to the V.P. of Marketing, Digital and Communications, I manage brand consistency, organize brand assets and facilitate photoshoots.
- Work daily with the digital team on creating engaging website and social media graphics, as well as the creative strategy, and vision/visuals for multiple digital ad campaigns.
- Attend weekly meetings with our media buying agency to track marketing metrics. Strategize to align marketing creative with business objectives to drive engagement and increase revenue. Create effective cross-channel marketing strategies.
- Coordinate with various department leads in executing design requests through the planning, design, and development lifecycle, ensuring projects are delivered with the proper specifications, and that all deliverables are on-strategy, on-time, on-brand, are highly engaging, and are within budget.
- Improved organizational productivity by reconfiguring the design request form to add pertinent information and digitize the format, which enabled a more efficient workflow and tracking of requests. Design thinking methods were inserted to work with key stakeholders at the appropriate time in the project workflow.
- Create designs, invites, and sub-branding for a variety of museum programs and donor events. Coordinate design with national traveling exhibit brands, including Marvel, Madame Tussauds, and Crayola.
- Assist with writing conceptual creative copy.

I was originally hired as a Senior Designer to focus on a refresh of the Philadelphia Science Festival and promoted to Design Manager Jan. 2019. I also was design lead for two in-building exhibits: Scope Hall and Science Stories – a pop-up experience.

### **Art Director, bz designstuff.** Philadelphia (Nov. 2001 – present)

I currently maintain a freelance art/design business. Held offsite and onsite contract positions at a variety of design firms and in-house agencies. Specialize in creative direction, brand strategy, marketing collateral, communication design, advertising, and illustration.

Notable clients + projects include:

- **Tinkergarten.** Create layout design + illustrations for monthly print and digital educational materials. Create social media templates and multiple digital assets.
- **The Parkinson Council.** Art direction for seasonal fundraising marketing campaigns.
- **The Gershman Y.** Created visual design for multiple seasonal marketing campaigns; including bus shelter designs, banners, and a variety of marketing collateral.
- **Philadelphia Jewish Film Festival.** Logo and visual layout/design for festival catalogs.
- **Philly Art Center(s).** Design of promotional materials.
- **Fiore Design.** Created visual concepts, environmental graphics for a range of B2B and B2C clients which included: GSK, AAA and SCTE.
- **23K.** Worked onsite on design projects for SAP and Siemens.
- **Mothers Work, Inc.** Worked onsite as Art Director for 2 seasons (and 3 brands) for leading premium retailer of maternity wear. Designed 3 seasonal lookbook catalogs.
- **Hyper Design.** Worked onsite on brand style guides for various licensed properties such as Pokémon, ABC Studios, Toy Biz, Nickelodeon. Also POP and packaging projects.

Early career experiences include:

**doublespace. Big Blue Dot. Jim Henson Productions. Wunderman.**

**I am a visual designer + art director that brings passion, precision, creativity and valuable experience to the table. From clever concepts through development and final execution, communication design and innovative problem solving are my sweet spot. I am a lifelong learner who is always looking to explore, innovate, collaborate and exceed client expectations.**

## SKILLS.

Visual Design, Art Direction,, Creative Direction and Strategy, Typography, Advertising, Collateral, Brand Development, Communication, Project and Time Management, Marketing, Social Media Graphics, Web and User-Centered Design.

Flexible and able to multi-task in fast-paced environments.

Conceptual thinker and visual problem solver.

Adobe Creative Suite: Illustrator, InDesign, Photoshop, XD, Microsoft Office 365, Word, Teams, Slack, Airtable, Squarespace

Illustration. Printmaking, Bookbinding.

## EDUCATION.

### **NN/G**

UX Certification (in progress)  
Interaction Design

### **UNIVERSITY OF THE ARTS**

Philadelphia, PA  
MFA, Book Arts + Printmaking

### **SYRACUSE UNIVERSITY**

Syracuse, NY  
BFA, Communications Design