

# JAMES CUNSOLO

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## SUMMARY OF EXPERIENCE

### DESIGN DIRECTOR SKILLS

**Art Direction** Directed the design and production of digital media & marketing at CathoderayNY. Clients were A&E Network, History Channel, Food Network, Comedy Central, ESPN, and CNN. Work included on-air, internet, print, and outdoor media efforts.

**Graphic Design** Logo design and branding for Axmen on History Channel. Deliverables included, show open, program packaging, on-air commercials, interstitials, sales marketing video, and online offerings.

**Motion Design/Production** Designed and produced promotional design package and show open for History Channel's Ice Road Truckers. The premiere garnered the best-ever season launch for a series on History with nearly 4 million total viewers and with adults age 25-54, at 2.3 million viewers.

**Managerial** At CBS2 and WNBC-TV managed and directed staff in the design and production of graphics and motion graphics in a high-pressure news environment. Responsible for developing and sustaining a cohesive look for news, programming, public service efforts, print and outdoor media.

**Art Direction for Live Action** Directed film and video shoots, on location and in studio, for all major advertising campaigns at CBS2 and our clients at CathoderayNY.

**Art Direction for Set Design** At CBS2, WNBC and WSVN/FOX, directed independent and staff scenic artists in the design and creation of studio sets for news, sports, weather and special events programming.

### CREATIVE DIRECTOR SKILLS

**New Business** Awarded the total show package redesign for Inside Edition, the #2 highest-rated syndicated news program in the United States. Work included all on-air show graphics, motion graphics and online branding.

**Managerial** Established the design departments at CBS2 and CathoderayNY, recruiting, hiring and mentoring graphic designers, motion designers and 2D/3D animators and compositors.

**Producer** Helped establish internal arm of CBS2 Promotion Department dedicated to commercial production, resulting in new and incremental revenue totaling \$9,000,000. Clients included Verizon, Toyota, Lincoln, Ford, Horizon Blue Cross, OTB, Serono Biotechnology and Siemens.

**Digital Marketing** Initiated messaging to develop new business for CathoderayNY, crafting email blasters with original copy that showcased our work to new audiences. Provided creative direction for internal marketing, online presence, interactive reel, and collateral.

**Creative** Spearheaded promotional campaign for the launch of the Dr.Phil show on CBS2. Created original copy "Tough talk, but New Yorkers can take it", which was used on all outdoor media, including billboards, and subway and bus signage throughout tri-state.

**Branding** Worked closely with the news director and promotion manager to develop CBS2 Information Network brand. Developed campaign that conveyed a simple but clever message of CBS2 as the best source for news and information on-line and on-air.

## **WORK HISTORY**

CATHODERAYNY, CREATIVE DIRECTOR	APRIL 2005 - SEPTEMBER 2008
PBS/THE JOURNAL EDITORIAL REPORT, ART DIRECTOR	SEPTEMBER 2004 - APRIL 2005
WCBS-TV CBS2, DESIGN DIRECTOR	AUGUST 1995 - SEPTEMBER 2003
WNBC-TV NEW YORK, DESIGN DIRECTOR	JUNE 1993 - AUGUST 1995
WSVN/FOX MIAMI, ART DIRECTOR	APRIL 1991 - JUNE 1993
AVANTI MIAMI, ART DIRECTOR	JUNE 1989 - APRIL 1991
REVLON NEW YORK, FREELANCE ART DIRECTOR	SEPTEMBER 1988 - MARCH 1989

## **COMPUTER SKILLS**

Proficient in digital design software programs Adobe Photoshop, Illustrator, InDesign, Power Point, After Effects. Working knowledge of Cinema 4D and Maya.

## **AWARDS**

2008 Telly Award • History Channel Baghdad Diary  
2006 Telly Award • ESPN Vintage Negro League Promotional  
2003 PROMAX Gold Medallion • Promotional Animation (General)  
“Here Come The Yankees” • Promotional Animation (Sports)  
PROMAX Silver • Promotional Animation (News) “No Place I’d Rather Be”

## **EDUCATION**

B.A. Hunter College CUNY • Deans List  
High School of Art and Design, NYC • National Honor Society

## **INTERESTS**

Oil painting portraits and still life, illustration, singing in choir

## **LINK TO RECENT WORK**

[www.cathoderayny.com](http://www.cathoderayny.com)