



cory galster

www.corygalster.com  
cory@corygalster.com

315.225.1207  
30-60 36th St Apt 2R  
Astoria, NY 11103

## EDUCATION

Syracuse University | BFA Cum Laude  
College of Visual and Performing Arts  
Communications Design, 2006.  
Concentration in Advertising Design.

## ORGANIZATIONS

AIGA Member.  
ACLU Member.  
Phi Eta Sigma National Honor Society.  
National Society of Collegiate Scholars.

## PROFICIENCIES

The latest installments of:  
Photoshop, Illustrator, InDesign,  
Dreamweaver, Flash, After Effects,  
Final Cut Pro, QuickTime Pro,  
Cinema 4D.

Languages used:  
Action Script 2, Action Script 3,  
HTML, XHTML, XML, JQuery,  
MooTools, Scriptaculous.

## EXPERIENCE

**Sr. Art Director** | *Kirshenbaum Bond Senecal + Partners* | New York, NY - 2010-11  
Worked on top priority creative assignments for BMWusa.com including  
microsites, mobile applications, desktop applications, video, and rich media.  
Gave design direction to junior designers and art directors on all creative  
assignments for the BMW USA account.

**Art Director** | *kirshenbaum bond + partners* | New York, NY - 2008 - 10  
Worked on all site enhancements for BMWusa.com.  
Responsible for microsite, banner, and email creative for BMWusa.com.  
Redesigned CRM materials including mobile, email and banner templates.  
Provided art direction and corporate identity compliance reviews for  
all BMW dealership websites within the United States.  
Gave CI compliance reviews for regional creative when needed.

**Art Director** | *futurethink* | New York, NY - 2007 - 08  
Established a new creative process for streamlined productivity.  
Created design templates and style guides for a stronger brand identity.  
Re-organized and designed a more user friendly online experience.  
Provided art direction for freelancers on a variety of print and web projects.  
Worked with print and production vendors to manage design projects from initial  
concept to the finished product.

**Designer** | *Oddcast Inc.* | New York, NY - 2006  
Designed interactive avatar based workshops and microsites.  
Illustrated custom virtual hosts and accessories for online avatars.  
Conceptualized and designed internal identity, print and interactive projects.

**Design Director, Exhibit Design** | *MOST Museum* | Syracuse, NY - 2005  
Worked in conjunction with a design team on a project about cosmology and the  
expansion of the universe for middle school students.  
Managed design development from initial concepts to the final build.  
Used weekly information collected in focus groups with scientists from the  
Museum of Science and Technology and students from the surrounding  
Syracuse area for project development.

**Lead Creative, Exhibit Design** | *Heroy Geology Building* | Syracuse University - 2005  
Created a mobile exhibit that shows how an education in Geology can help solve  
every day problems. The goal of the exhibit was to spark increased interest in the  
Geology department at Syracuse University.  
Managed development with a team of designers on concepts and scale models.

**Designer** | *The Student Voice* | Syracuse University - 2004  
Designed within a weekly deadline with illustrators and copy writers for the sports  
and reviews section.



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## FREELANCE EXPERIENCE

### **Corporate Identity and Web** | *The Talking Card* | New York, NY - 2007

Specialized in the brand strategy and design for an interactive website that allows users to record their own personal greeting cards. Users can customize their own card and mail a physical talking card to friends, and family.

### **Corporate Identity** | *Web Monkeys* | Cape Town, South Africa - 2007

Created the branding and style guides for an international online company that specializes in selling default website templates to small business.

### **Web Design** | *Advertising Design Department* | Syracuse University - 2005

Worked with department heads to produce the senior portfolio website.