

Sandra DiPasqua,
Creative Director
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under construction



Creative Director /
Co-author and design,
covers and interiors of
the following books:

Novena: The Power of Prayer,

Holy Places, Ancient & Modern
Saints Penguin Studio,

Our Lady of Guadalupe Prayer Kit,
Fair Winds Press,

Holy Cards, Visions of Mary,
Holy Cards II, Abrams

+
Novena app

Design Director, Partner/ 2014-present
Moravian College Alumni Magazine
24/8 Creative Media Group
Developing concepts at the start of each project and following through with design, animation, photograph or illustration. Problem solving for each client and their particular needs. Marry suitable aesthetics with project goals. Making sure the art direction & design approaches always support the client's bottom line.

Group Design Director / 2011-2014
Curves Digital Magazine
Complete redesign of publication. Coming up with creative solutions in design, animation, photography and illustration for magazine each month. Working closely with writers and editors. Participating in story meetings to come up with ideas that would engage and surprise our readers. Meeting deadlines and coming in within the budget.

Senior Art Director / 2007-2010
Haymarket Media Inc.
As Design Director I was responsible for visual branding of nine diverse publications ranging from public relations to medical. My responsibilities included managing a department of seven art directors, strategic planning, creating, as well as developing and maintaining branding for all media including, print, promotional materials, internet, events and award shows.

Art Director / 2000-2006
The New York Times, Marketing Services/Promotion
Responsible for creating advertising and promotional material for the newspaper, magazine, web site and television projects. Conceptualize, design and execute creative visual materials for The Times's communications with the ad community as well as circulation and community affairs. Projects range from ads and advertorial to media kits and other promotional materials, including, signage and posters for Timestalks, Arts&Leisure Weekend, Sunday with The Magazine and Travel Show. Manage other staff members and freelancer.

Art Director / 1998-2000
Avenue Magazine, New York and International Issues
A major monthly magazine covering fashion, decor, the arts, and real estate, distributed around the world in upscale international markets. Created and producing the look of the issue each month, within budget and on deadline. Hired and managed art department and freelancer. Collaborated with editors, writers, and photo editor, plus illustrators and photographers. In addition, designed and directed special guides to international cities.
(Editor in Chief /David Patrick Columbia)

Art Director / 1994-1998
Markets Magazine, Dow Jones Publishing
Designed new magazine for financial professional published by Dow Jones, covering world finance, business and technology as well as lifestyle interests that included travel, fashion, collecting, books, sport & fitness, technology and the World Wide Web. Responsible for creating and producing the look of each issue, within budget and on deadline. Hired and managed art department and freelancer. Collaborated with editors, writers and photo editor, plus illustrators and photographers.
(Editor /William P. Kucewicz)

City Journal, Manhattan Institute
Influential, respected quarterly journal of Manhattan research organization and think tank. Hired and managed art department and freelancer. Collaborated with editorial staff and freelance illustrators and photographers.
(Editor/Myron Magnet)

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1990-1993

Art Director / Money Magazine/Time-Warner

A major consumer magazine, the leader in a highly competitive market. Responsible for creating and producing the look of the issue each month, within budget and on deadline. Hired and managed art department of six designers and collaborated with editors, writers and photo editor, plus illustrators and photographers. In addition, designed and directed special guides twice a year, as well as a Money for Kids issue. Ad revenues rose 13 percent during this time.

(Managing Editor /Frank Lalli)

1987-1990

Art Director / Connoisseur Magazine/Hearst

Designed eclectic, innovative upscale magazine on arts, entertainment and culture, including fashion, lifestyle and design. Unique opportunity for creativity and experimentation. Close collaboration with editor, writers and photo editor. Assigned and worked with such top photographers/contributors as Jan Groover, Karl Lagerfeld, William Wegman, Mathew Ralston and David LaChapelle.

(Editor in Chief /Thomas Hoving)

1985-1987

Art Director / Time Inc. Magazine Development

Developed prototypes for new magazine launches for company executives to evaluate and test for potential sales. Designed and directed a dozen-plus newsstand launch issues of Picture Week for test-marketing. Worked with high-level creative team of editors, writers and photo editors to create and develop successful new titles.

(Managing Editor /Richard Stolley)

Pro Bono / bPeace, Taproot, City & Country School, The Summit School, Figment and Encore Community Center.