

# Frank M Edwards

## Creative & Art Direction, Graphic Design, Branding, User Experience

 [fmedwards44@gmail.com](mailto:fmedwards44@gmail.com)

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

 [linkedin.com/in/frank-edwards-design/](https://www.linkedin.com/in/frank-edwards-design/)

### Creative, tyny co.

Troy, New York

November 2018 - July 2020

Conceive and execute branding, design systems, and all manner of creative output for brand development and advertising campaigns. Implement creative across all media channels. Manage partners, freelancers, and vendors through the process of creating high quality design, powerful messaging, and effective materials.

Accomplishments include:

- Launch of Branding/Marketing agency in Troy, New York
- Rebranding for Russell Sage College
- Port of Albany Annual Report

Partial Client List: Russell Sage College, Port of Albany, FuzeHub, Albright College

### Creative, Fingerpaint Marketing

Saratoga Springs, New York

June 2016 - October 2018

Provide input to brand strategy team during the development of Creative Briefs. Work with Account Service team on tactical plans, scopes of work, timelines, and estimates. Originate creative concepts for pitches and existing clients. Provide clear and concise direction to photographers, retouchers, illustrators, and designers. Design and execute layouts. Produce mechanicals files and assets for traditional and digital media.

Accomplishments include:

- Launch of HCP and patient marketing campaign for new indication of Soliris (for Myasthenia gravis)
- Developed new media to meet clients needs including ebooks, interactive apps, and websites
- Promotional campaign for charitable giving, delivering 10,000 meals to children experiencing food insecurity

Partial Client List: Alexion, Depomed, Ferring, Mallinkrodt Pharmaceuticals

### Senior Art Director/Associate Creative Director, Palio

Saratoga Springs, New York

January 2004 - May 2016

Develop and implement creative solutions to promote clients' products or services. Supervise the work of designers, copywriters, animation artists, and other staff in the creative team.

Accomplishments include:

- Rebranding of Good Start Genetics Inc., corporate identity and product line
- Graphis Gold winning poster design for Saratoga Shakespeare Company
- Moderated client and agency team members through multi-day brainstorming and ideation workshops
- Created logo, identity, and video for the Adirondack Phantoms' Healthy Kids G.O.A.L. Program
- Directed numerous photo shoots to create comprehensive image libraries for clients

Partial Client List: Adirondack Phantoms Hockey Team, American Pharmaceutical Partners, AstraZeneca/ Bristol-Myers Squibb, Lilly/Amylin, Cephalon, Endo Pharmaceuticals, Epocrates EHR, Good Start Genetics, GlaxoSmithKline, NextWave Pharmaceuticals, Saratoga Shakespeare Company, Schenectady International Group, Teva Pharmaceutical Industries

### Art Director, Jay Advertising

Rochester, New York

June 1998 - December 2003

Responsible for preparing mechanical files and supervising the production of point-of-sale pieces, billboards, direct mail, sell-sheets, newspaper and magazine ads, as well as video, and broadcast production.

Accomplishments include:

- Buffalo Bills season ticket sales campaign
- National retail print and broadcast advertising for all Buick and GMC regional dealer groups
- Ticket sales promotions for 2003 PGA championship including a New York State shaped putting green
- Produced television spots, ticket brochure, and print ads for LPGA Wegmans International Tournament

Partial Client List: Buffalo Bills, Buick/GMC Trucks, Doan Auto Group, High Falls Brewing Company, Ladies Professional Golf Association, PGA of America, Preferred Care, United Way/Red Cross, Warner-Chilcott Pharmaceuticals, Wegmans Supermarkets

### Education

Rochester Institute of Technology  
Bachelor of Fine Arts  
Graphic Design, 1996

Hyper Island Master Class, 2011

Mobile First, Mobile UX & Design Course, 2012

### Skills

Identity & Branding  
Creative concepts & full marketing campaigns  
Design for print & digital media  
Information & Editorial Design  
Production for traditional & digital media  
Adobe CC Suite

### Awards

**2020 ADDY**

tyny co. Holiday Card

**2018 MARCOM**

Port of Albany

**2015 Graphis Gold**

Saratoga Shakespeare Company

**2014 Four MARCOM Platinums,**

**One MARCOM Gold**

Saratoga Shakespeare Company

**2013 Marcom Platinum**

The Rx Club

**2013 AVA Digital Gold Award**

The Rx Club

**2008 NORI Award**

Albany Ad Club

**2007 Rx Club Award Of Excellence**

Cephalon/Provigil

**2007 Healthcare Advertising Awards**

Cephalon/Provigil

**2004 Telly Award**

Rochester Advertising Federation

**2004 Addy Award**

Rochester Advertising Federation

**2003 Addy Award**

Rochester Advertising Federation

**2002 Ad Bowl Winner**

High Falls Brewing Company