



norm morales

integrated creative

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Skills

Adobe Creative Suite
Office365
Art Production
Presentation
Creative Strategy
Creative Direction
Digital Marketing
Email Campaign
Art Direction
Pre-visualization
Storyboarding
Illustration
Graphic Design
Animation
Web Design
Photography
Cultural Creative
Social Media
Experiential
Sketchup Pro
English
Spanish

*VOX Amps, KORG, Aguilar Amps,
Blackstar Amps, CBRE, CIGNA,
Gillette, Lego, Burger King, Dewars,
Spector Bass, Budweiser, Michelin,
Ford, Eliquis, Celebrex, and Microsoft.
Agencies include Publicis North
America, Mother, Ogilvy,
McGarryBowen, DDB, Saatchi &
Saatchi and McCann*

Education

Fashion Institute of Technology
Bachelor of Fine Arts in Illustration

Newark School of
Fine & Industrial Arts
Illustration

About Me

Inspired by album covers and punk rock flyers as a kid—along with the romantic notion of making a living as an artist—I live my dreams on a daily basis. After the Marines I attended the Fashion Institute of Technology and the Newark School of Fine and Industrial Arts. I have over 20 years experience in the creative field, hold a BFA in Illustration and profess an avid interest in vintage advertising, photography, vinyl records and "all things vintage."

Experience

Creative Manager

June 2019 - Present - Korg USA Inc.

As a Creative Manager at Korg USA Inc. since June 2019, my role has been to provide creative leadership and oversee the execution of visual content for social media, online resources, and digital and traditional platforms. I have a strong understanding of industry and production processes, which has enabled me to contribute to the design of marketing, presentation, and promotional campaigns effectively. Additionally, I have played an active role in creating and establishing the company's brand and identity, ensuring that all visuals align with the brand's messaging and goals. Ultimately, my role as a Creative Manager has been to lead the team towards the successful execution of visually engaging and effective campaigns, strengthening the company's brand presence in the market.

Integrated Digital Designer

Sep 2017 - June 2019 - Korg USA Inc.

As an Integrated Digital Designer at Korg USA Inc. from September 2017 to June 2019, my responsibilities involved designing, marketing, and creating a wide range of materials such as catalogs, campaigns, websites, trade shows, photography, digital and print assets, e-newsletters, and social media content. I worked with a variety of music brands, including Korg Synthesizers from Japan, Vox Amplifiers from the UK, Blackstar Amplifiers from the UK, Crush Drums from the US, Tanglewood Guitars from the UK, Spector Guitars from the US, and Waldorf Synthesizers from Germany. Additionally, I collaborated closely with sales managers to ensure that all promotional materials were up to date and effective for their respective promotions.

Creative Director

Mar 2016 - Jun 2017 - Napoleon Group NYC

During my tenure as a Creative Director at Napoleon Group NYC from March 2016 to June 2017, I oversaw various creative projects and took the lead on creative calls. One of my main responsibilities was to evaluate the talent, productivity, and cooperation of artists on every project and provide constructive criticism and encouragement to help them grow. Additionally, I anticipated potential problems on projects and worked with team leaders to come up with breakthrough solutions. In collaboration with other team members, I also participated in the development of new products, techniques, and creative strategies to push the boundaries of what was possible. Overall, my role as a Creative Director was focused on fostering a culture of innovation and collaboration while ensuring high-quality results.

Art Director / Art Studio Manager

Sep 2000 - Mar 2016 - Napoleon Group NYC

During my time as an Art Director and Art Studio Manager at Napoleon Group NYC from September 2000 to March 2016, my primary responsibility was to oversee all activities involved in running a production art studio. I established and optimized production pipelines to ensure projects were delivered on schedule. I also coordinated between the art, design, and development teams, maintained agency website content, and worked closely with creative directors and art producers. Developing relationships with artists and clients was crucial to ensure open communication and the successful completion of projects. As a manager, I ensured that artists received individual assignments and provided regular feedback on their work. I also kept clients briefed on technical and creative matters relating to their jobs, ensuring that all deliverables met their expectations. Ultimately, my role was to lead the team towards successful execution while maintaining a strong focus on quality and timely delivery.

Awards & Accomplishments

Society of Illustrators NYC Student Exhibit 2000
United States Marine Corps Reserve Honorable Discharge 1993