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Dynamic advertising agency design director with extensive strategic branding and integrated design experience serving emerging and global clients.

Present: Freelance
Bank of America College Recruitment campaign. Russell Investments "Conversation Yields Innovation" campaign. Brand revitalization and package design for Sullivan Street Bakery. Concepts and designs for the Barnes & Noble e-book.

Experience Y&R
New York, NY
Head of Design
Concieved and executed brand concepts for Bacardi, Godiva, and LG. Package and brand redesign for Tom's of Maine. Brand Identity and package design assignments for Colgate-Palmolive.

Lowe
New York, NY
Senior Vice-President Director of Brand Development
Created branded iconography for the weight loss component of the Got Milk? campaign. Member of the team responsible for concept and design for a new brand position for Macy's. Other responsibilities include working with the new business unit creating and coordinating the design of Lowe's "branding" approach to new business acquisition, from potential clients initial proposal request through all phases of the business and creative process to the final presentation.

Bozell New York (Merged with Lowe New York in 2003)
New York, NY
Creative Director / Design
Responsible for concept and design management of new brand positions for Datek, Island, and the National FloodInsurance Program(FEMA) and brand redesigns for Unisys. Developed print campaigns for Bank of America, the New York Times, the New York Times Magazine, Lorillard Tobacco Company's Youth Smoking Prevention Program and Verizon Wireless.

Farago + Partners
New York, NY
Creative Director
Part of the team that originated and realized the Superstore concept for Barnes & Noble. This included the development of all print advertising, collateral material, POS, and special projects including the branding-oriented design of the Barnes & Noble Cafes and targeted promotions for the company's College Bookstore division. Additional major accounts were Prudential and Pantone.

Bergeron Hamel
New York, NY
Principal / Senior Designer
Design and production of multi-component sales support materials, special event programs, and corporate communications for Metlife. Package design from concept to finished product for Colgate-Palmolive.

School of Visual Arts
New York, NY
Instructor
Taught a required course for 3rd and 4th year students on comp technique.

Education Alberta College of Art
Calgary, Alberta
Fine Arts Major (Recipient Canada Coucil Grant)

Professional Membership American Institute of Graphic arts, Art Directors Club

Awards and Honors Work featured in American Institute of Graphic Arts 365/2004, Communication Arts Design Annual 2002, Communication Arts 1998, Art Direction Magazine 1988 and 1989, and Graphis Annual 1986. 2001 Effie award for the New York Times print campaign.