

**Louis Fuiano**  
Graphic Designer

Fuiano Design  
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### Professional Experience

since 1988

Owner, **Fuiano Design**, Philadelphia, PA

A graphic design studio producing work for print and electronic media. I currently maintain a full schedule of work from a variety of clients. Publishing projects include text and trade book covers, editorial layout, illustration, and publication design. Marketing work ranges from special event invitations with strong color and specialty printing to package design, posters, CD packages, space ads, catalogs, corporate promotional kits and web pages. Almost all of the projects are produced electronically on a Macintosh using Quark, InDesign, Photoshop, Illustrator, HTML and Flash. I primarily do the work myself with the much needed help of printers, stock houses, programmers and service vendors.

**Clients:** ARAMARK, AT&T, Aventis Behring, Children's Hospital of Philadelphia, El San Jaun and Resorts International Hotel & Casinos, Geographic Marketing Group / Kimberly Clark, Eckerd Drugs, Pepsi, KRAFT Foods, Reynolds, Harper-Collins, Lenox China, Lippincott Williams & Wilkens, Mosby, Princeton Press, Temple University Press, Saunders College Publishing, Santa Fe Mass Transit Co., Synergy, UArts, U of Penn Press, as well as many small businesses in the area.

1986-1988

Designer, **McAdams Richmond & Ong**, Bala Cynwyd, PA

A full service ad agency and design studio. Produced design standards for packaging and marketing materials. Art directed and designed logo marks, catalogs and annual reports. Met with clients and account executives to detail all aspects of creative direction, layout and color. Worked extensively with the on-site photo studio in setting up product photography for clients such as McNeil Laboratories and Progress Lighting.

1984-1986

Art Director, **Atlantis Casino Hotel**, Atlantic City, NJ

Advertising and promotional office based inside the hotel. Charged with creative direction, design, illustration and comprehensive presentations of promotion material. The projects ranged from print advertisements, invitations and posters for entertainment, restaurants, gaming activity and other features offered by the casino hotel.

Assisted in defining the new corporate identity switch from the previous Playboy Hotel. Monitored the details of graphic standards for the facility. Created way finding signage and graphics packages on the site using backlit displays, screen printing, banners, flags and outdoor fixtures.

1981-1984

Art Director, **Slack Incorporated**, Woodbury, NJ

Publisher of medical books and trade related publications. Charged with art direction, design and illustration for 26 monthly journals as well as cover and interior designs for paper and case bound books. Worked closely with editors and the publisher to launch new books and publications through space ads and direct mail. In addition to these duties, I was also involved with the process of buying art and production services from outside vendors, coordinate photography, printing and all phases of production. I was also responsible for hiring and evaluating personnel, and running a fully staffed art department.

1978-1981

Production Artist, **Acerba & Associates** and **Stallone Typography Services**, Philadelphia, PA

Produced marker layouts and mechanicals for annual reports and product packaging. Executed mechanical artwork for custom type design, layouts and logo art.

### Teaching Experience

since  
fall 1997

Instructor, **University of the Arts**, Philadelphia, PA

Courses taught: Pre college; **Graphic Design and Advanced Graphic Design**. These are Saturday classes and summer classes where the students are high school juniors and seniors preparing for a college career in the arts. All work is initiated with natural media. Once ideas are in place, the type and images are assembled electronically on the Macintosh.

since  
fall 1998

Instructor, **University of the Arts**, Philadelphia, PA

Course taught: Continuing Education; **Digital Design Studio**. These are lab classes for adults taught weeknights where the focus is on fundamental design principals and navigating design software. We utilize various visual devices and applications in creating work for print and the screen.

since  
fall 1999

Senior Lecturer, **University of the Arts**, Philadelphia, PA

Course taught: **Visual Concepts**. This is a two part/fall and spring course taught in the Multimedia department. Here we develop foundations in drawing, design and visual communication skills with an overview format. In addition to the conceptual survey, a strong emphasis is put on the tools and technology they will ultimately be working with. All work is prepared for the screen.

### Education

1975-1978

Art Education, **Temple University/Tyler School of Art**, Philadelphia, PA

Undergraduate studies in drawing, painting, 2-d & 3/d design, printmaking and primary/secondary education.