

Curriculum Vitae

Francis Klaess

80 Buckingham Road

Rockville Centre, NY 11570

516-382-4663 / fklaess@verizon.net

www.klaessink.com

Career Objective

To continue to advance my career in the area of visual communication and be able to teach and share my knowledge within an institution of higher learning. As part of my professional objectives I seek to understand what is new and viable in the industry, apply it to my business and share the knowledge—with its economic applications—to my client base. I consider my life a career, absorbing as much information and knowledge that is applicable to a life in the arts in the 21st century.

Personal Attributes

Self-motivated self starter with an appetite for learning and mastering new skills. Often I will accept a task with the knowledge that my learning curve will be steep and fast. I have an interest in new concepts in the philosophy and psychology of the hows and whys of what I see before me. My devotion to projects is always enthusiastic and focused - small or large.

As an Art Director in some of the larger publishing houses as well as my own business I have found that teaching is always needed. Newly employed artists will have talent and skills, but focusing them into new ways of visual thinking as well as the hard rules of production has always been a challenge I embrace. Conversely I find that working with new artists is a great way to find new inspiration.

I am a big proponent of the hands-on approach to my projects. While technology is the standard in the design world, the ability to “get your hands dirty” is a proclivity that I find rewarding. Be it oil paint, photographic lighting, or a shovel in the garden, I feel nothing is more rewarding than this approach.

Personal Interests

Design, Photography, Fine Art, Art History, History, Literature, Music, Bicycling

Core Competencies

Design

- Always able to design with impressive amount of energy and flair.
- Ability to design with continuity through a given period of time, be it weeks or years.
- Genuine love of collaboration with clients as well as fellow designers.
- Ability to create print media according to given client specifications.
- Finished work always meets the demands of post-design production in the area of printing.
- Pursuant of new industry trends with an interest towards “early adoption” of the new.
- Possession of the ability to work with my hands beyond the keyboard and mouse.

Photography

- Experience in the field shooting controlled and uncontrolled scenarios for editorial publications.
- Ability to manipulate light for mood effects as well as straight-forward for product shots.
- Possess an appetite for education via commercial retail lessons or peer discussion.

Project Management

- An innate ability to foresee all aspects of a project in the planning stage and move forward with thoughtfulness, caution, and flexibility.
- Can manage up to 20 designers working on various projects with differing schedules.
- Mastery of the art of “managing up” as well as managing down.

Employee Development/Teaching

- A possession of the ability to inspire and motivate students, business subordinates, and peers.
- My belief is that Art Direction is partly art and design, while the rest is developing new designers to grow into better designers. This includes moving younger designers into maturity as well as shifting settled designers into new ways of thinking and seeing.
- As part of the “managing up” process I have always felt it a duty to educate clients as well as internal bosses to the new ways of designing and thinking.

Fine Art

- Always working in the mediums of oil, watercolor, pastel, collage, and multimedia.
- An approach that can be omni-disciplinary. I put as much thought into a garden as a pencil sketch, and often incorporate disciplines into each other.

Art History

- A passionate desire to experience, absorb, and learn about all aspects of art history.
- Always chasing what is new and exciting in the gallery scene in any location visiting.
- Strong interest towards 20th century art and Graphic Design History

Career Profile

35+ years experience in the design industry, the majority spent in NY publishing.

1997 - Present

Owner, Francis Klaess Design (aka KlaessInk)

A full service design studio specializing in graphic design, editorial content, and marketing strategies. FKD has been a consultant to American Express Custom Publishing, Hearst Custom Publishing, Time & Life, and Scholastic Publishing. Other clients include Business Week, Departures Magazine, Fast Company, Fortune Small Business Magazine, Golden Books, Money Magazine, Newsweek, Sports Illustrated for Kids.

2012 - Present

Adjunct Professor, Farmingdale State College, SUNY

Classes Taught:

- 2D Design
- Color Theory
- Typography 2
- Advertising 2
- Industry Preparation
- Portfolio
- History of Graphic Design

2010 - Present

(consultant since 2002)

Creative Director, Formula4Media, Great Neck, NY

Duties comprise the full spectrum of art directing a B2B publishing, Trade Show, and Conference group. Responsible for the complete visual program of all entities - print, web, signage, photography - through personal hands-on work as well as in-house and virtual design staff. Also active in consulting partners in the growth strategy of the company. I have been with the company since initial start up in 2002.

2000 - 2010

Art Director, Special Projects at Institutional Investor, Alpha, and AR magazines, NY, NY

Responsible for the design and direction of all Custom Media Group projects geared towards the worldwide investment and financial sector. Clients include emerging markets, financial institutions, as well as big business. Also responsible for all promotion and marketing of the two publications - from house ads to complete media kits. Worked with associates and clients on a global scale.

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- 1997 - 2000 **Art Director, American Express Custom Publishing, NY, NY**
Oversaw the design and production of various Custom Publishing projects. Clients included Renaissance Cruises, Virtually There Tour Guides, Lifestyle for Doctors and Physicians, and Connections magazines. Responsible for creation of prototypes. Active in meeting clients across the US to pitch new products as well as maintain relationships. Responsible for a staff of 5+ artists.
- 1987 - 1997 **Design Director, Professional Magazine Division, Scholastic Publishing, NY, NY**
Managed the direction of Instructor, Electronic Learning, Middleyears and Scholastic Coach magazines. Was involved in the start-up of Scholastic Marketing Resources, a division of Scholastic responsible for the creation of corporate sponsored materials. Products include supplements, advertorials, posters, brochures, and web sites. Headed the first group at Scholastic to incorporate Macintosh computers into the design process. First group to incorporate web based materials.
- 1984 - 1987 **Art Director, CMP Publishing, Manhasset, NY**
Manager of the Editorial Art department for the entire publishing division. This included the redesign of publications as well as the weekly cycle of charts, graphics, cartography, and photography. Involved with pre-production of all work involved with. Department was the first to use Macintosh computers and digital photography.
- 1982 - 1986 **Art Director, Weekly Newspaper Group, Rockville Centre, NY**
Originally hired as a production designer, promotion to Art Director was swift. Oversaw a staff of production artists producing an array of weekly newspapers, coupon clipper booklets, and assorted ad material. Hands on work included design, production, photography, pre-press, and on site press checks. Hours at times could encompass 16 hour days. Proficiency in razors and rubber cement.
- 1980 - 1982 **Sign Crafter, Signs and Design, Rifton, NY**
Apprentice signcrafter in the New Paltz/Woodstock area. Skills gained include hand brush lettering, typographic wood carving, on-location billboard and vehicle painting. Also involved with storefront and property signage installation.

Art Exhibitions **2017:** Redefining Forms: solo exhibition of paintings. The Gallery at Greenport Harbor Brewing Co.
2015: Faculty Exhibition: two paintings. Memorial Gallery, Farmingdale College, SUNY
2014: Permanent Installation: Lofaro Center for the Performing Arts, Heniker, New Hampshire

Editorial Editorial contributor, Thames & Hudson Publishing

Awards Society of Illustrators, EdPress Award, Scholastic Gold Star Award, Ozzy Award

Education SUNY Farmingdale
SUNY New Paltz

Extra Curricular East End Arts Council: Printmaking Course, Summer 2012
Certification to use Conrad Printing Press Model E-24

- References/Professional**
- Christine Cavolina, Publisher International, Institutional Investor, London, UK**
44-20-303-1703 ccavolina@iilondon.com
- Ernest McCrary, Publisher, Editorial Director, Custom Media, Institutional Investor, NY, NY**
212-224-3300 emccrary@institutionalinvestor.com
- Jeff Nott, Publisher, Formula4Media, Great Neck, NY**
516-305-4711 jnott@formula4media.com
- Mark Sullivan, Partner, Formula4Media, Great Neck, NY**
646-312-7871 msullivan@formula4media.com
- Jodie Sinyor, Worldwide Marketing Director, The Newsweek Daily Beast Company, London, UK**
44-207-851-9780 jodie.sinyor@newsweekdailybeast.com
- Lydia Chapin, Associate Director, Special Advertising Sections, Businessweek, NY, NY**
646-942-7117 lydiachapin@yahoo.com
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- References/Personal**
- April M. Wexler, U.S. Administrative Law Judge**
(877) 405-9798 x27529 april.wexler@ssa.gov
- Jerry Lofaro, Illustrator, Entrepreneur, Professor of Illustration at New Hampshire Institute of Art**
603-428-6135 jerrylofaro@mcttelecom.com
- Andrew Levine, Photographer, NY, NY**
212-286-8374 andrewlevine@nyc.rr.com
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- Testimonials**
- Carol Wilk, Worldwide Special Projects Director, *Newsweek*, NY, NY
“... is extremely talented and a wonderful colleague - clear, smart, professional, reliable. He certainly will make your team a better one”
- Lydia Chapin, Associate Director, Special Advertising Section, *Businessweek*, NY, NY
“... An innate sense of design and color and a shrewd (focus on the) importance of the image used on the first page of a special section. Francis’ designs always hit the mark and were a source of pride to our department.”
- Christine Cavolina, International Publisher, *Institutional Investor*, London, England
“... (His) work is consistently exemplary, timely, well conceived and well executed.”
- Ernest McCrary, Editor and Publisher, Custom Media, *Institutional Investor*, NY, NY
“... the company has come to rely totally on Francis’ versatility and productivity in his work with print and online projects.”
- Jeff Nott, Publisher, Formula4Media, Great Neck, NY
“His work as a creative has always been thoughtful, energetic, and on time. He places the same amount of effort on a small project as he would a large scale one. His ability to communicate ideas is a trait that has turned many of our endeavors into success.”
- Richard Quarto, Cosmos Communications, Long Island City, NY
“... a very good communicator, able to break down complicated situations into understandable terms.”