

[>lawrence.m.cooney.jr<]

65 Greenbrook Road
Middlesex, NJ, 08846
cell phone # (732) 266-6571
email address – larry.cooney@gmail.com
online design portfolio - <http://www.blankcanvasmedia.com>

A lifelong traditional artist with a love and experience for design, technology and sociology.

> Education

| **Parsons School Of Design** | 1992 – 1996

- Bachelor Of Fine Arts In Illustration
- Received Recruiters Student Choice Scholarship

> Work Experience

| **Manager, Technology D&TO | SR Instructional Technologist** | January 2011 – (present)

Janssen Pharmaceuticals Companies of Johnson & Johnson, Raritan, NJ

- Identify and integrate technology innovations in order to increase training effectiveness and performance for sales training teams on the Horsham, Titusville and Raritan campuses.
- Execute a broad mobile strategy that leverages content management and performance analysis through mobile platforms
- Research, plan, develop; support and project manage many innovative technology-driven training initiatives developed by the Training & Development department.
- Very strong focus on iOS/ iPad implementation and deployment.

| **Freelance Contractor** | February 2008 – January 2011

Bristol Myers Squibb, Plainsboro, NJ **Merck**, Whitehouse, NJ **Various Clients**

Various Roles: Designer, Developer, Art Director, Project Manager, Client Liaison & Vendor Management

| **Interactive Creative Director** | January 2007 – February 2008

Dana Communications, Hopewell, NJ / NYC
(Ad agency specializing in hospitality and travel lifestyle marketing)

- Created design approaches centering on the hospitality industry
- Managed the design and development for all interactive and web-based client projects for Starwood, Q-Center, Berlitz, The Hilton Short Hills, and others
- Team leader to assure all deliverables met or exceeded scheduled deadlines and client expectations
- Full client management focusing primarily on developing, implementing, and optimizing a full project plan, including milestone updates during the duration of project, and the scheduling of essential file deliveries
- Managed external vendors to ensure the proper function of implemented technologies
- Managed multiple projects with direct oversight of team members

Blank Canvas Media (self-employed)

January 2004 – January 2007

- Analyzed client needs and managed expectations based on budget and delivery requirements
- Managed all aspects of the creative process with emphasis on design, development, and execution in regards to all fine and/or digital art
- Various clients, including, but not limited to; Johnson & Johnson, Lexis-Nexis, Impact Unlimited, Gillespie, Vertical X

Director of Multimedia Services

September 2002 – January 2004

Knowledge Resource Group, LLC, Freehold, NJ

(An independently owned agency that specialized in creating unique e-learning presentations)

- Provided design solutions targeted toward web design, interactive CD-ROMs, and corporate white papers
- Strong emphasis on Macromedia Flash application development
- Acted as full client liaison, spearheading initiatives in milestone updates during the duration of project, scheduling essential file deliveries, and coordinating with vendors to ensure proper function of implemented technologies
- Managed multiple projects with varied team members under established deadlines

Art Director

June 1998- September 2002

step2media, Linden, NJ

(Interactive agency that services the tri-state area)

- Developed creative design approaches with a primary focus on web design, interactive CD-ROM's, and all multimedia related projects
- Senior lead designer of interactive department
- Managed design and development of all web-based game development
- Full project coordination focusing on storyboard preparation, determining deadlines, assignment of project related tasks to creative staff
- Cultivated multi-tasking and time management skills by handling multiple projects involving varied team members under established deadlines
- Worked with clients such as MarketSource, Best Cruises, Arizona Jeans, Mars Corporation, Novo Nordisk

> Skills

- | | |
|----------------------------------|---|
| Technology | > Implementation > Trends > Deployment > Development |
| iOS App Deployment & Development | |
| Design | > Photoshop > Illustrator > Swift 3D > Painter Studio |
| Sound Editing | > Various Sound Creation & Editing Programs |
| Web Design | > HTML > JavaScript > Flash Web Programming |
| Cross Platform Experience | > Macintosh > Windows > Linux > iOS > Android |
| Microsoft Office Suite | > Word > PPT > Outlook |
| Traditional Art | > Painting > Drawing > Mixed Media |

