

# RICH SILIVANCH

25 Maple Street, West Orange, NJ 07052  
 M 646 . 894 . 3107 rich@silivanch.com

www.silivanch.com

2023

## 1 PROFESSIONAL EXPERIENCE



Rich's client partners most appreciate the range of creative marketing services that Rich delivers.

<p>1</p> <p>TITLE FOCUS OFFICE TIME</p>	<p><b>Principal / Creative Director &amp; Marketing Consultant</b>            Branding / Promotion / Marketing / Photography / Videography /  <b>Silivanch Communications. West Orange, NJ</b>            Apr 96 - present (23+ years)</p> <p>Silivanch Communications helps startups and new ventures launch with all the attitude and brand presence that reflects the value of their service. 50% of the portfolio consists of companies who have been in business for a decade+ but needed to reinvent their brand and reposition to stay ahead of trends, build trust and rekindle customer relationships.</p>	<p>CLIENTS</p> <p>Staffing Alternatives (2+ yr relationship)            Park Avenue Club (2+ yr relationship)            Securitas            IEEE            MIT            PMI - Property Management</p> <p>25+ startups and SMEs</p>
<p>2</p> <p>TITLE FOCUS OFFICE TIME</p>	<p><b>Founding Partner, Creative Director</b>            Video / Interface &amp; Identity Design / Business Development  <b>Mutant Media. NYC.</b>            April 01 - Present (18+ years)</p> <p>Developed the Mutant Media brand and all aspects of its identity, marketing and promotion. Helped grow the company from 3 partners to 12f/t and 12p/t creative and billable resources. Managed operations and responsible for all tailored marketing promotions and biz dev outreach while inspiring the Mutant Media team and clients.</p> <p>As Creative Director, served as key client contact for all matters of concept brainstorming, client brand consistency, end user validation and brand experiences across touchpoints. Working directly with the client, was responsible for project definition and creation of a streamlined process that included the client during every step of information architecture, visual design and technical design.</p> <p>Produced and executed created services that brought together multi-mediums such as identity, marketing strategy, CDrom, DVD authoring, video/photo on set direction and authoring, marketing collateral, sales kits, tradeshow environments, immersive web experiences, mobile design and ensuring brand consistency by producing style guides.</p>	<p>MAJOR BRANDS SERVED</p> <p>Aramark (5 divisions, 12+ yr relationship)            Bacardi            BASF            Budlight            Givaudan (2 divisions, 4+ yr relationship)            Merrill Lynch            NEC (2+ yr relationship)            Paramount Pictures            The Promotion Marketing Association (PMA)            Reebok            Russell Simmons            SEIKO (4+ yr relationship)            The United Way            Wacum Tablets            Xerox</p> <p>30+ startups and SMEs</p>
<p>3</p> <p>TITLE FOCUS OFFICE TIME</p>	<p><b>Sr. Brand / Interface Designer</b>            Interface Design / Brand Extension  <b>ZEFER. New York, NY</b>            Aug 00 - Sep 01</p> <p>Lead Visual Design/Illustration and Animation for strategy-led interactive business solutions provider. Focus: Fortune 1000, 500 and dot-com businesses. Conceptualization, visual design and brand extension for corporate client web, intranet and branding initiatives. Visual and Experience Design lead in team-based environment. Visual direction of HTML/Java programmers and multimedia talents. Analyzed client needs and define scope of work. Fostered solid relationships with clients.</p>	<p>CLIENTS</p> <p>Citibank            FXall            WellDome Management            Casa Spa            Johnson and Johnson            Communicator Inc            UCCnet            NEC</p> <p>Business development</p>

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4	TITLE FOCUS OFFICE TIME	<b>Sr. Design Director</b> Interface Design / Identity Design / Print Design / Animation <b>Arc Communications Inc. Tinton Falls, NJ</b> Nov 96 - Jun 00  Worked directly with creative director through all aspects of information gathering and brand auditing. Was responsible for branding and marketing campaigns that started as a logo, then identity system, as well as off-line collateral pieces, capability brochures, advertising, tradeshow graphics, video, website design and interactive CD-ROM marketing. Worked closely with junior designers, lingo programmers and web developers while managing multiple streams of client work.	CLIENTS	Nokia Sugar Bowl American Eagle Outfitters Bayer Novartis Alpharma Liposome Bell & Howell Sungard Scoptima Solutions MTF Origin Technology in Business Arc Mesa Educators Procrit  Numerous dot.com and startup companies. Internal business development
5	TITLE FOCUS OFFICE TIME	<b>Assistant Art Director</b> Tradeshow Displays / Advertising <b>The Landmark Group. Eatontown, NJ</b> Aug 96 - Nov 96  Provided creative support to creative director for full scale advertising campaigns. Conducted extensive market research to differentiate existing clients from competitors. Art directed a small team of production designers and photographers. Assisted in production of web graphics.	CLIENTS	Interplak Bausch and Lomb  Business development

## EDUCATION

EDU - 1	<b>Rowan College of NJ</b> 1996, BFA, Concentration in Advertising Design / Graphic Design Cum Laude
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## SERVICE and ACCOMPLISHMENTS

Active member of BNI Networkers Choice, Florham Park, NJ  
Has been awarded and/or recognized for over 40 successful projects.  
Has personally mentored over 25 students, junior art directors or young entrepreneurs.  
Has helped launch over 100 companies or products.  
Has had a 20 year steady flow of work based on reputation and trust by industry leaders.  
Has been credited, quoted and otherwise published over 10 times on matters of branding.  
Volunteer Chairman of the Board: Friends of Thomas Edison National Historical Museum.

Recent logo work: <http://www.silivanch.com>