

HANS CALLENBACH + ART DIRECTION

EXPERT DESIGNER WHO THRIVES ON MAKING HANDS-ON CONTRIBUTIONS to the design and development of products. Delivers real-world results with a solutions-based approach, bringing intelligence and integrity to collaborations with all members of projects.

- + Creates elegant new product design directions or works within existing brand guidelines
- + Drives teams for deep understanding of clients' needs
- + Achieves cost-effective workflow and rewarding collaboration with vendors

WORK

- Art Director | [TYTHEdesign](#), (part-time) 2022–Present | New York City
Design strategic social impact materials to support nonprofits, social ventures, foundations and city governments ranging from print to web based tool-kits and info-graphics.
 - **Clients:** NYC DOE Computer Science for All, NYC Dept of Youth & Community Development, NYC Dept of Youth and Community Development, NYC Public Libraries, Nature Conservancy, Community Preservation Corp and BrightPower.
- Art Director | [HansWorks](#) | 2006–Present | New York City
Produced branding, graphic design, and photography for non-profit and corporate clients.
 - **Websites:** Design and implementation – [NeuTherapeutics](#), [Tzumi electronics](#).
 - **Magazines:** Designed brand development, templates, launch – [Blouin Lifestyle](#).
 - **Presentations:** Architectural project pitches – Swarovski, Royal Caribbean.
 - **Infographics:** Distilled complex legal issues into courtroom [visualizations](#).
 - **Books:** Developed [book projects](#), working directly with CEO/author – Phil Coltoff.
- Art Director | [North American Bear Company](#) | 1996–2013 | New York City
Directed all design and branding: web, catalogs, packaging, POP displays, direct mail, advertising, and costumes artwork for iconic high-end gift and collectible manufacturer.
 - **Marketing:** Collateral for multiple brands: catalogs, advertising and packaging.
 - **Photography:** Content, style, production, rights usage, talent and budgeting.
 - **Product Design:** Development of accessories in wood, ceramic, plastic, metal and paper.
 - **Applied Artwork:** Worked with clothing designers to create all fabric artwork.
 - **Management:** Directed team of full-time and freelance graphic designers, illustrators, sculptors, photographers and set builders.
 - **Private Label:** Packaging for QVC, Pottery Barn, Martha Stewart and Chronicle Books.
- Art Director | [Freelance](#) | 1994–1996 | New York City
Worked with key stakeholders to execute design and production.
 - **Clients:** New York Times Magazine, Newsweek, Hachette, Hearst, and Scholastic.
- Art Director | [W Fashion Europe Magazine \(Fairchild Publications\)](#) 1992–1994 | Paris, France
Led an international team at this pioneering international fashion lifestyle magazine. Unique native language monthly editions distributed in France, Italy, Germany and England.
 - **Design:** Full redesign and relaunch, dramatically reducing production and distribution costs.
 - **Photography:** Content, style, production, rights usage, talent and budgeting.
 - **Images:** Curated Paris fashion show photos for NY publications W and WWD.
 - **Management:** Full team of designers, production artists, photographers and translators.



INFO

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