

**DOUGLAS TAIT**

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**CURRICULUM VITAE**



1997 – PRESENT

*Principal & Creative Director*

**TaitDesign®**

**Douglas Tait, Inc.**

*Communications Design*

As an independent consultant and principal of TaitDesign®, I develop and deliver audience-targeted communications, marketing and informational design services to a wide range of companies and non-profit organizations to solve business challenges. My knowledge of communications design assures that client-specific audiences are reached quickly and efficiently — thereby producing the desired results in sales, trades and awareness.

**PHILOSOPHY:** Analytical thinking, based on real-world criteria, creates client-specific positioning which is the basis for successful strategic communications design. Every piece of paper, every report, sign, ad, brochure and package with a company's name or image leaves an indelible impression on its audience. This must be consistent and positive — every time.

**DISCIPLINES:**

- Visual Problem Solving
- Criteria & Concept Development
- Visual Audit Analysis
- End-to-End Workflow Management
- Nomenclature Development
- Photo & Illustration Direction
- Image Manipulation
- Typographic Composition
- Page Composition & Production
- Print Services & Supervision

**MARKET EXPERIENCE:**

- Institutional Relations
- Shareholder Relations
- Employee Relations (HR)
- Financial & Investment Services
- Insurance Services
- Industrial & Manufacturing
- Pharmaceutical & Health Care
- Consumer Products & Services
- Non-profit Organizations
- International Organizations

**SERVICES:** Shareholder and institutional annual reports; corporate identity and supporting graphic standards manuals; branding, rebranding and brand management systems; corporate capability and responsibility reports; service and product brochures; consumer product packaging and catalogs; exhibits and conference material; and, organization and development of web services.

**SELECTED CLIENTS:** Capital Group/Capital Guardian, MetLife, Shelly Palmer, United Nations Development Programme, Unicef, Carnegie Council, John Jay College, Westvaco Paper, Roy Lichtenstein Estate, Vanguard Documentaries, and the United Nations Association of the United States of America (including its programs Model U.N. and Adopt-A-Minefield™). Additionally, as Douglas Tait Design, clients included: Parker Hannifin, New York Telephone, and Barbershop™ by Franklin Toiletry.

**SKILLS:** Adobe InDesign, Photoshop, Illustrator, Bridge, Acrobat Professional, hand-based XHTML and CSS through Dreamweaver (with some Flash and Javascript/JQuery), Microsoft Word, PowerPoint, QuarkXPress and related software — *in multiple languages* — since 1993. Experienced with Mac and PC independent, networked and server-networked workstations.

1991 – 1997

*Founding Partner, Creative Director*

**Kelleher & Tait Design Group, Inc.**

*Corporate & Institutional Communications Design*

As both partner and creative talent, I was responsible for marketing and sales, proposals, client liaison and consultation, presentations, workflow management, staff direction, strategic project positioning, project/vendor coordination, tracking and billing, office management, print production and supervision. And, *hands-on* design from concept through delivery.

SELECTED CLIENTS: GE/Kidder Peabody Properties, MetLife, J.M. Huber, United Nations, Unicef, United Nations Population Fund, United Nations Association of the United States of America, Vanguard Alliance, Myron Manufacturing, NYC Taxi & Limousine Commission

1985 – 2005

*Design Director, Consultant*

**Axiom Group, Inc.**

*Strategic Management & Communications Consultants*

During this long-standing relationship, my consulting responsibilities included assisting the principals in all aspects of design services in corporate identity and graphic standards manuals, branding and consumer packaging, annual reports and corporate marketing publications.

COLLABORATIVE PROJECTS FOR: Parker Hannifin, Jefferies Group, Tishman Construction, FabriFoam, Flexor Sports Training, Leggett & Platt, Moors & Cabot, The Morton Forum, 7x24 Exchange, Technometrics, Tocqueville, Myers Industries

1984 – 1991

*Design Director, Consultant*

**R.A. Danzig, Inc.**

*Marketing Communications*

As the in-house, project-specific, hands-on, design consultant — my responsibilities included all aspects of the design process from concept development through print production.

COLLABORATIVE PROJECTS FOR: Manufacturers Hanover, Citibank, Discover Card, Ensign Bank

1984 – 1991

*Design Consultant*

**Fones & Mann Advertising, Inc.**

*Medical Advertising & Marketing Design*

As a design consultant, my services supplemented the advertising firm's primary business. I was engaged for special projects to improve client market position and sales.

COLLABORATIVE PROJECTS FOR: Quality Care, Alkco Lighting

1985, 1986

*Design Director (staff, consultant)*

**Shareholder Reports, Inc.**

*Corporate Annual Reports*

Working second to the creative director, my responsibilities included all aspects of design for annual reports, corporate identity and collateral material.

CLIENTS: Morgan Stanley, Nuveen, Public Securities Association, Deutsch Bank, Oppenheimer, Axe Management, Beneficial, Beneficial Insurance

1984 – 1985; 1986

*Design Director (staff; consultant)*

**Brian O’Neill Design Office**

*Corporate Identification, Corporate Annual Reports*

I was specifically engaged to update Parker Hannifin Corporation’s *Corporate Identity Standards Manual* (a 3-inch, 3-ring binder) which was distributed worldwide. Additionally, I consulted on the rebranding (identity) management system for Tishman Construction in 1986.

CLIENTS: Parker Hannifin, Tishman Construction, International Flavors & Fragrances

1984

*Design Director (staff)*

**Taylor & Ives, Inc.**

*Corporate Annual Reports*

As design director, I worked closely with the creative director to design and produce annual reports and corporate brochures for the clients of this well-established annual report firm. My responsibilities included: client liaison and presentations, vendor selection, photographer and illustrator direction, photo selection, typographic composition and production.

CLIENTS: Bankers Trust, BMW of North America, New York Stock Exchange, Paine Webber, Ivan Boesky & Company, First American Bank

1980 – 1984

*Design Director, Consultant*

**EastWest Consulting Group, Inc.**

*Strategic Communications & Corporate Identification*

My responsibilities included assisting the principals in all aspects of design services in corporate identity and graphic standards manuals, branding and consumer packaging, annual reports and corporate marketing publications. (*Each principal has a history with Lippincott & Margulies.*)

CLIENTS: Parker Hannifin, Westvaco, H.A. Simons International

1979 – 1980

*Art Director (staff)*

**Dick Lopez, Inc.**

*Communications Design, Corporate Annual Reports*

Having been hired on-the-spot as a designer, I quickly became the art director. From a staff of none, I soon directed and coordinated a small staff while handling the design services of corporate identity, annual reports, marketing brochures and campaigns.

CLIENTS: City Investing Company, AT&T, IBM, Sandoz Pharmaceuticals, UMC Industries, Nuveen, International Paper, Standard Brands

**ACADEMIC**

1979

*Bachelor of Fine Arts*

**School of Visual Arts**

*Media Communications — specializing in corporate identity systems and marketing communications*

PRIMARY INSTRUCTORS:

Bill O’Brien (*of Lippincott & Margulies; Porter, Goodman & Cheatham; Saul Bass*)

Peter Bradford (*of Peter Bradford & Associates*)