

Throughout my extensive and satisfying career in art direction and graphic design, I've been passionate about visual storytelling and its ability to shape audience behavior. In collaboration with strong marketing efforts, my designs have made a direct impact in boosting company revenue, increasing sales and recruitment, and heightening brand awareness.

- 2020 - Present** Art Director, CamCat Publishing, LLC, Fort Collins, Colorado
CamCat Publishing is an independent publisher of quality genre fiction in print, digital, and audio formats. CamCat books regularly earn significant reviews from trade publications and are featured in the general press. Our books, cover designs, and authors have been finalists and award-winners in numerous competitions. Between 2019 and 2024, CamCat has published over 100 books.
- Design and produce high-quality print and digital books including layout, typography, cover design, and interior book design. I have designed over 100 books for CamCat, developing and creating all deliverables, and preparing files for print.
 - Generate creative ideas for covers and interiors that reflect the content of the book while also appealing to a target audience.
 - Collaborate with authors, editors, and other stakeholders to ensure that all books are designed and produced in accordance with company standards. Coordinate with printers and other partners so that books are produced on time and within budget.

- 2015 - Present** Art Director, Appel Graphics, www.appelgraphics.com
Over the years, I have grown a freelance business with design projects that encompass a variety of both print and digital promotional/marketing collateral, executive presentations, social media assets, email and landing page composition, tradeshow booth and event advertising, and environmental experiences. An abridged client listing includes:
- Abigal Press, NY • BarkerGilmore, NY • Creative Black Book, NY • Dancer Farm B&B, NJ • Kovack Advisors, FL • Nasdaq, NY • Project Rhythm, NY • Prudential Insurance Co., NJ • Reed Reference Publishing, NJ • Riegel Ridge Community Center, NJ • Ronald McDonald House, NY • The Jewish Board, NY • University of Nebraska—Lincoln, NE • Washington Crossing Advisors, NJ

- 2007 - 2015** VP, Art Director, Global Association of Risk Professionals (GARP), Jersey City, New Jersey
GARP is a not-for-profit organization and the only globally recognized membership association for risk managers, whose goal is to help create a culture of risk awareness within organizations, from entry-level to board-level.
- Establish a brand identity for GARP and to develop graphic standards while maintaining graphic integrity through image marketing strategies. This includes the concept and design of a wide variety of corporate materials, both print and web-based (and in-language collateral).
 - Partial project listing: GARP brand identity guidelines, yearly annual review, B2B brochures, B2C brochures, NYC annual convention brochure, signage and tradeshow booth graphics, media kits, email blasts/enewsletters, book designs in English, Russian, Spanish, Chinese texts, FRM and ERP certificate packages, corporate presentations, print/digital ads, flyers and forms.

- 1996 - 2007** Senior Manager, Image and Promotional Marketing, Ryan Beck & Co., Inc., Florham Park, New Jersey
 (formerly AVP, Graphic Communications, Gruntal & Co., LLC, New York, New York – acquisition May 1, 2002)
Gruntal & Co. was a boutique investment banking and brokerage firm based in New York City and was among the oldest independent investment banking houses in the U.S. Ryan Beck & Co., Inc. acquired Gruntal in 2002, managing in excess of \$20 billion of assets and included more than 500 account executives in 30 locations.
- Manage and guide the Marketing Department's image and promotional team. Coordinate materials between departments, clients and external vendors. Oversee work flow through appropriate approval channels.
 - Design, development and launch of the firm's new logo and stationery format: Set graphic standards and maintain graphic integrity through creation of the Ryan Beck Corporate Standards Manual.
 - Establish the Ryan Beck Brand Identity Guidebook: Analysis of the firm's culture and business practices. Study industry competitors and identify the firm's current brand strengths and weaknesses. Formulate guidelines. Determine new color palette and research new imagery. Create interchangeable and flexible layout grids for printed collateral.
 - Concept, art direction and design of a wide variety of corporate print materials from b&w to 4-color process (capability brochures, product brochures, annual reports, newsletters, direct mailers, posters, corporate presentations and ads).

SKILLS Very strong Macintosh computer skills with demonstrated proficiency in the following software: Adobe Creative Cloud 2024 (Acrobat, Illustrator, InDesign, Photoshop), Microsoft Office, Vellum (eBook software), QuarkXpress 2024

- EDUCATION**
- BFA in Advertising Design, 1983 / Minor in Art History—University of Hartford, Hartford Art School, West Hartford, Connecticut
 - Internship – Coleco Industries, Inc., Hartford, Connecticut, 1982–83

- REFERENCES**
- <https://www.linkedin.com/in/maryannappel>
 - My portfolio may be viewed at <https://www.appelgraphics.com> • <https://maryannappel.myportfolio.com>