



# ANTHONY D. PAULAR

Creative Director | Designer

✉ adpaulr@gmail.com

☎ 310.968.1318

🌐 [www.anthonypaular.design](http://www.anthonypaular.design)

## Profile

Creative Director with 20+ years of brand and creative experience, including expertise in art direction, graphic design, branding, project management, and market-driven product development. Over 10 years leading creative teams in delivering high quality designs in alignment with company vision. Collaborates closely with cross-functional teams to drive creative strategy. Team leader who inspires staff to excel in developing compelling brand and product experiences that impact business goals.

## Areas of Expertise

- Creative design solutions
- Process development and implementation
- Creative team leader
- Brand strategy
- Cross-functional collaboration
- Strong aesthetic
- Budget management
- Business acumen
- Staff training and development

Photoshop	<div><div></div></div>
Indesign	<div><div></div></div>
Illustrator	<div><div></div></div>
Acrobat	<div><div></div></div>
Word	<div><div></div></div>
PowerPoint	<div><div></div></div>
Excel	<div><div></div></div>

## Experience

### CREATIVE DIRECTOR/GRAPHIC DESIGNER

*Anthony Paular Design / Thousand Oaks, CA / 2000–Present*

Freelance designer, creating projects such as CD packaging, posters, and marketing collateral. Art direction for illustrators and project management of catalog production.

### U.S. DESIGN DIRECTOR

*SAGE Publishing / Thousand Oaks, CA / 2011–2019*

Lead award-winning design staff, directing design effort and providing guidance to staff. Collaborate with company directors and executives to ensure product and branding objectives are met.

### ART DIRECTOR

*Corwin Press (A SAGE Company) / Thousand Oaks, CA / 2003–2011*

Cross-functional collaboration with executives and marketing staff to drive alignment on brand and creative strategy and support company goals. Collaborated with Corwin President and Directors to determine company direction and publishing program.

### DESIGN MANAGER

*The HAMPTON-BROWN Company / Carmel, CA / 2002–2003*

Conceptualized and managed design and illustration of textbooks, posters, and workbooks in a fast-paced environment.

## Education

### BACHELOR OF FINE ARTS, ILLUSTRATION

*California State University, Long Beach*

### ORGANIZATIONAL LEADERSHIP PROGRAM

*Ashridge Executive Education / 2015*



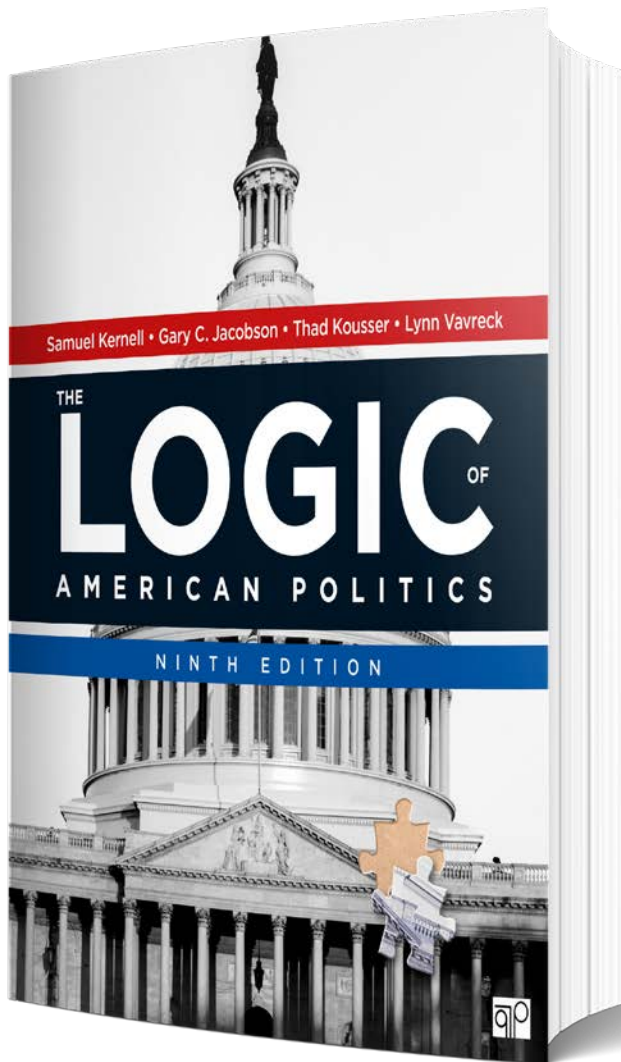
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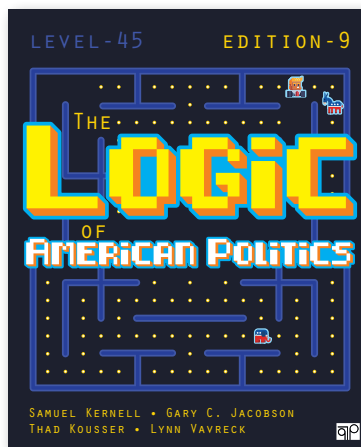
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## Case Study—Cover

*The Logic of American Politics* is a popular college text that successfully uses a “rational choice” approach that builds students’ understanding of political institutions and practices as imperfect solutions to collective action problems. Covers for previous editions showed how the text brings American politics into focus, or makes sense out of the many pieces to the political puzzle. For the ninth edition, the comps ranged from politically charged takes on American politics to whimsical and Escher-inspired points of view. The final design follows the historic rational choice tone of the book.

## Comps





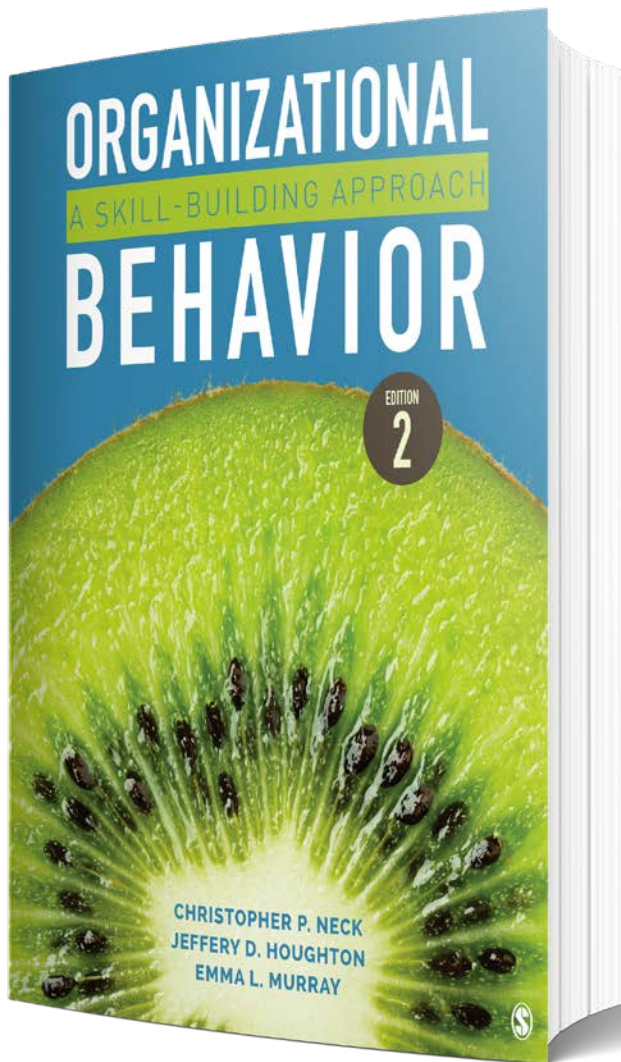
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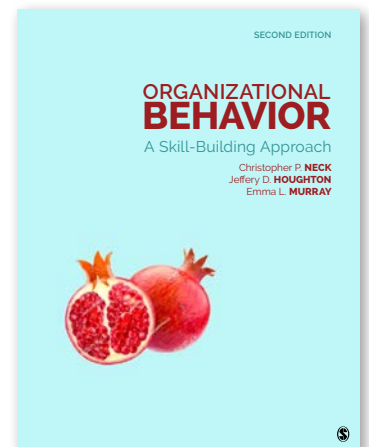
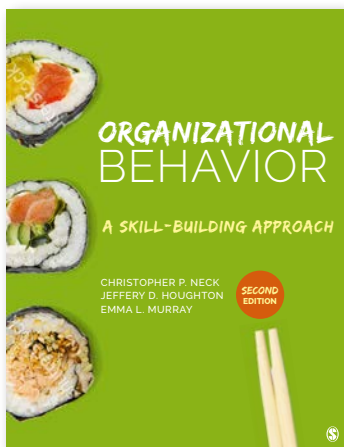


## Case Study—Cover

The cover brief for the second edition of Neck's *Organizational Behavior* indicated that the textbook is an accessible and student-friendly skill-building approach to the concept of organizational behavior. Centered around critical thinking and problem-solving, the cover needs to convey that organizations contain many facets that build a whole. Metaphorical images such as food help to convey that concept by showing cross-sections to illustrate the many parts that make up the whole fruit or sushi roll.

Using a cross-section of a kiwi, the final cover image is a bold, eye-catching statement to the student and professor.

## Comps







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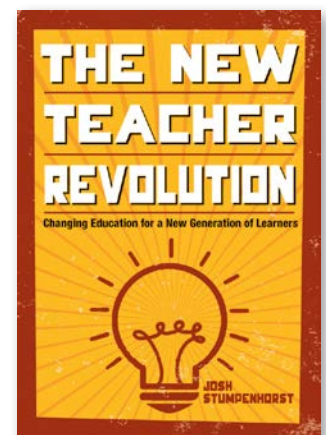
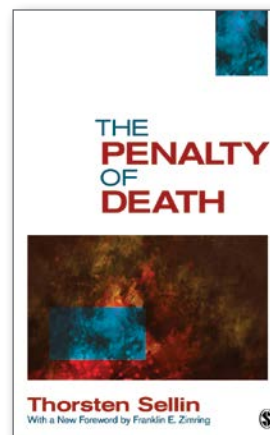
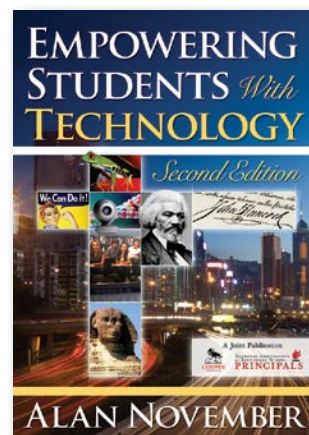
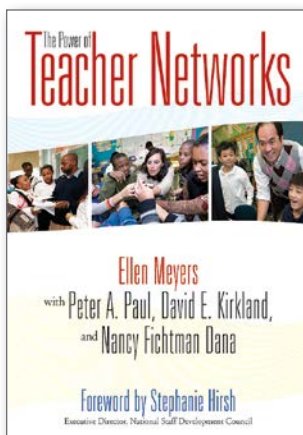
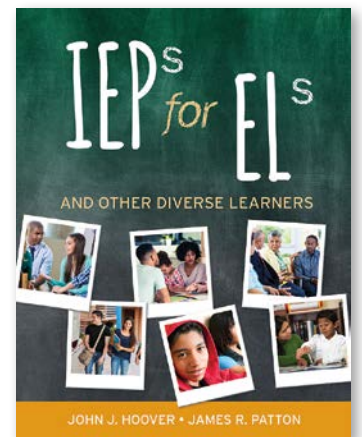
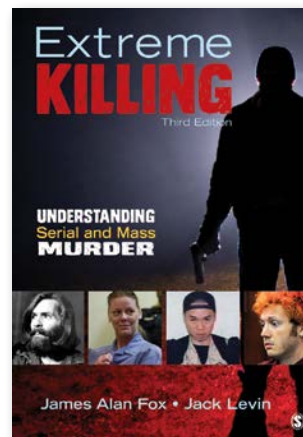
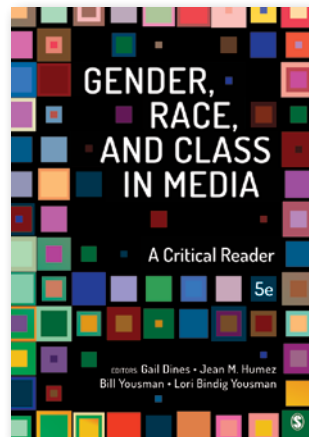
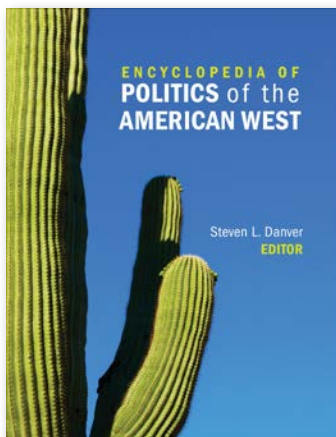
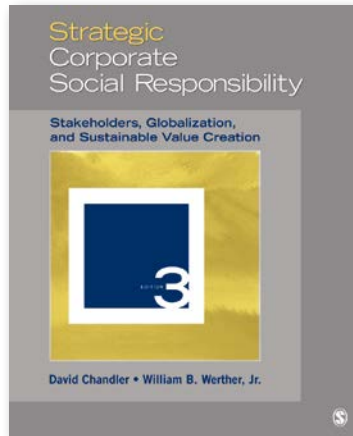
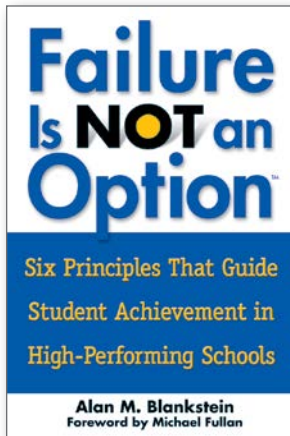
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## Additional Book Covers





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## Sales Meeting Graphics



PULL-UP BANNERS



NAME BADGE



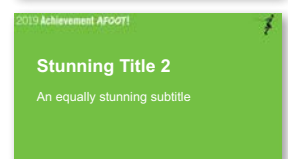
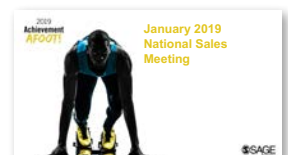
POWERPOINT TEMPLATES



PULL-UP BANNERS



NAME BADGE



POWERPOINT TEMPLATES



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## Case Study—Global Branding

SAGE Publishing is a global publisher of educational content. Prior to 2012, the US and UK offices developed catalog branding for the college market that was unique to the local market of each office, despite efforts to coordinate. When I became U.S. Design Director, I partnered with my UK counterpart and developed a branding strategy that reduced catalog cover branding to two essentials:

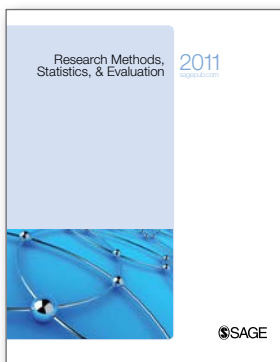
- Color-coded disciplines
- Single big image to convey the discipline

Members of the US and UK design departments were teamed up to pitch concepts for a global design. The resulting cover design strategy allowed for freedom of each office to determine the proper image for the local market, while locking in a consistent discipline color that may be recognized by global customers. While the implementation has evolved over time, the basic strategy remains employed today.

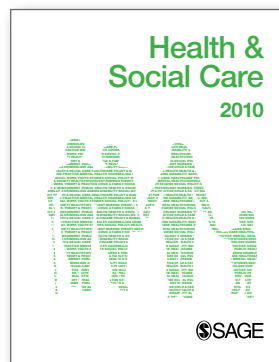
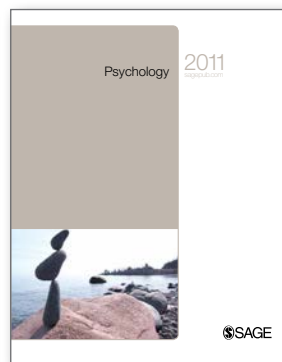


FINAL GLOBAL SAGE CATALOG COVERS

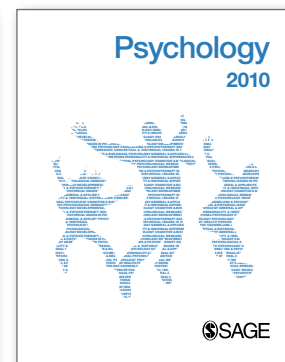
## Localized Branding



PRE-2012 CATALOG COVERS — USA



PRE-2012 CATALOG COVERS — UK







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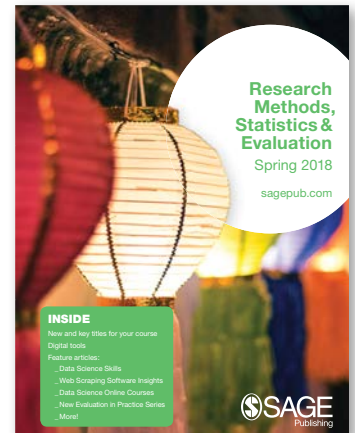
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## Catalogs



## COVERS



## CONTENT MARKETING PAGES





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## CD Packaging



FRONT COVER AND CD LABEL



INTERIOR - 6 PANEL DIGIPAK





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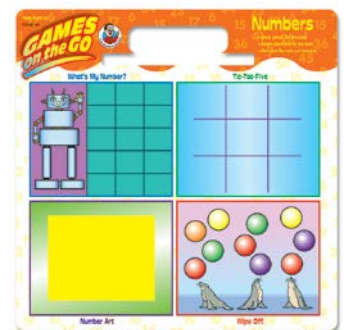
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## Educational Toy Products



GAMES ON THE GO DRY-ERASE ACTIVITY BOARDS



SPACE SHUTTLE TIMELINE AND SHAPED PUZZLE



DOUBLE-SIDED MUMMY SHAPED PUZZLE