

470 West 23rd Street
New York, New York 10011
917 576-9452
skennedy@nyc.rr.com

odaddy.com

VISION

Providing education opportunities for those less fortunate has been a driving force in my life for over 20 years. Empowering individuals to become caring, competent, responsible citizens who value education and continue that chain is my lifelong goal.

PROFESSIONAL PROFILE

- ❖ Senior entrepreneurial executive with more than 40 years of experience in typography, design, sales, marketing and business operations
- ❖ Strong leader with a motivational management style and reputation for a commitment to education with an proven track record of service
- ❖ Results-oriented teacher with an excellent reputation for motivating and encouraging students to excel beyond their safety zone and fully discover their talents

1995-present

INTERROBANG DESIGN STUDIO, INC

Founding Partner

Primary services of this design firm include design, production & packaging of books, development of communication and marketing programs for corporate, media, and publishing clientele.

Responsibilities include all the skills required to run and manage a full-service, quality-oriented design studio

- ▲ hands-on development of concept and design direction
- ▲ art direction of illustration and photography
- ▲ knowledge of pre-press and print production
- ▲ client presentations and relations
- ▲ project scheduling and coordination with clients, freelance and vendors
- ▲ management of project budgets, vendor estimates and invoicing

2003– Present

PARSONS SPACE

Adjunct Professor

Parsons Academy, Parsons Continuing Education Department, Summer Intensive Studies Program

Courses of Instruction:

Senior Graphic Design, Junior Graphic Design, Pre-College Graphic Design, Intermediate Graphic Design

2002– Present

PARSONS THE NEW SCHOOL FOR DESIGN

Adjunct Professor

Communication Design Technology Department

Courses of Instruction:

Typography 1, Typography 2, Photo-Editorial, Typography & Visual Design, Letterpress, Senior Thesis Production Seminars

P R O F E S S I O N A L
E X P E R I E N C E

STEVEN J. KENNEDY

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1990-1995

KENNEDY & YOUNG, INC

Founding Partner

Primary services of this firm included creating promotional, educational and informational materials for a diversity of clients, with an emphasis on book design, typography and production.

Experience in all phases of taking a project from initial client discussions through concept generation and production. Thorough knowledge of design and production techniques as well as having the advantage of a solid background in typography.

1976-1990

MAXWELL PHOTOGRAPHICS INC

Vice-President

Primary services included responsibility for sales management with peak annual sales in excess of 4 million.

Executive sales experience: Management, sales and marketing, product design, production management, team building, quality assurance, business management applications, training, presentation, sales closing, negotiations, strategic sales planning and business operations management.

1972-1976

GOODMAN TYPOGRAPHIC SERVICES LTD

Type Director

Responsibility for assisting corporate clients select and evaluate typefaces for corporate communication. Assist creative directors and art directors to set a typographic theme and mood in advertising.

PROFESSIONAL HISTORY

- 1995–Present Founding Partner, Interrobang Design Studio
- 1990–1995 Founding Partner, Kennedy & Young Typographers
- 1984–1990 Vice-President Sales, Maxwell Photographics
- 1976–1984 Sales Manger, Maxwell Photographics
- 1972–1976 Type Director, Goodman Typographic Services
- 1970–1972 Typographer, Harry Silverstein Inc.
- 1968–1970 United States Army, Honorable Discharge, Specialist Fourth Class, National Defense Medal, Good Conduct Medal
- 1965 Apprentice Typographer, New York Typographical Union No 6

VOLUNTEER, SERVICE AND PROFESSIONAL MEMBERSHIPS

- 2002–Present Founding Trustee, Graphic Arts Scholarship Foundation
- 2005 Established—The Graphic Arts Scholarship Foundation Parsons Academy Scholars Program
- 1996–1998 Vice-President, Typographers Association of New York
- 1988–1992 President, Goudy Society
- 1988–1990 Secretary/Treasurer Printing Supply Salesmen Guild

P R O F E S S I O N A L E X P E R I E N C E

VOLUNTEER, SERVICE AND PROFESSIONAL MEMBERSHIPS (CONTINUED)

- 1986–1990 Typographers Association of New York—Education Committee
- 1984 Sales Association of the Graphic Arts—Education Committee
- 1982–1998 Typographers Association of New York—Board of Directors

TEACHING POSITIONS

- 2003–Present Instructor, Parsons Pre-College Academy
- 2003–Present Instructor, Parsons Summer Intensive Studies Program
- 2002– Present Adjunct Professor, Parsons the New School for Design
Communication Design, School of Art, Media & Design
- 2002–2006 Instructor, Parsons Continuing Education Department
- 1996 University of Wisconsin—Typographic Seminar,
Helvetica: Its History, Use and Development
- 1992–1993 Instructor, Association of the Graphic Arts
- 1987–1990 Instructor, Typographers Association of New York

AWARDS, EXHIBITIONS & SHOWS

- 2008 Solo Photography exhibit, Scafuro/Acosta Gallery—Portraits
- 2005 New School Faculty Development Grant
- 2003 First Place, Scholarly & Reference Books New York Book Show
Bartlett's Familiar Quotations
- 2003 Type Directors Club—*abecedarian* Exhibit
- 2002 The New School, Wollman Hall—*abecedarian* Exhibit,
- 1997 Best in Show Award New York Book Show—Oyster Boy
- 1992 New York Club of Printing House Craftsmen Fellowship Award
- 1992 Typographers Association of New York—Promoting Excellence in
Education Award

WRITINGS

- 2005 Co-author *Type Classifications* with Paul Weiss for Parsons Faculty
Development Grant
- 2004 Printing News—*Typographic Trip to Bowne & Co Stationers*
- 2004 How Magazine—*What I did with my Students this Summer*
- 2003 Editor, *Typography & Cooking*
- 2002 Editor, *abecedarian Catalog*
- 1992 Jersey City Museum—*ATF Chap Book*
- 1990–1992 Freelance writer and reviewer *Printing News*
- 1989–1992 *Electronic Publishing* magazine—monthly column—*Facts O' Type*
(Typographic History)

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From *Print CEO* By Patrick Henry, June 25th, 2008

It began six years ago in a borrowed conference room with a blank sheet of paper and a cash balance of zero.

It culminated last night in the theatre of the Hearst Tower in New York City with the award of nearly \$53,000 in scholarships to college and college-bound students of the graphic arts.

The Graphic Communications Scholarship Award and Career Advancement Foundation, a grassroots campaign on behalf of education, has given about \$200,000 in stipends to almost 100 students since the awards were first presented in 2003.

Scholarship winners are chosen annually by a judging panel that reviews applicants' SAT scores, samples, and essays on their plans for careers in graphics. The students honored last night are enrolled or have been accepted for enrollment in graphic studies programs at some of the nation's most prestigious colleges and universities, including the Rhode Island School of Design, The School of the Art Institute of Chicago, **Parsons School of Design**, and the University of Pennsylvania.

The Founders

The scholarship program is the creation of six people—John Aaron, Mark Darlow, William Dirzulaitis, **Steve Kennedy**, Jack Kott, and Linda Nahum—who formed an impromptu committee in 2002 to coordinate sources of funds for students in the NYC-metro area. The group initially had no money of its own and kept longhand records of its first attempts at fundraising. A Manhattan printing firm provided the meeting space, but everything else came from the personal efforts of the volunteers.

Over time, the group became a 501(c)3 not-for-profit corporation and the administrator of several pools of scholarship money that had been dormant for lack of active management. It also became a conduit for various scholarships established by printing groups and clubs in the metro area. The foundation continued to pursue its own fund drive, and today its corporate contributors include Hearst Magazines, Agfa, Apple, Kodak, Quark, Pantone, Xerox and other high-profile vendors to the graphics industry.

In 2005 the Foundation established **The Graphic Arts Scholarship Foundation—Parsons Academy Scholars Program** in which two High School students are funded for three years to attend art classes at the Parsons Academy. The Foundation pays tuition, carefare and provide for their lunch.

Addendum 05/2009: The two current Foundation Parsons Scholars have received fully-paid scholarships to the Parsons BFA Program as freshmen starting Fall 2009.