

Tom Cordasco

President | Partner

Career Progression

2005 - present Cordasco Design **President**

2017 - present

United Way of Northern New Jersey Cedar Knolls, NJ

Director of Creative Development Staff | 2023 - present

Senior Graphic Designer Contractor to Staff | 2020 - 2023

Designer Contractor | 2017 - 2020

The Life Raft Group 2014 - 2017 Wayne, NJ

Web Manager & Designer

Genentech USA, Inc. 2010 - 2017 San Francisco, CA

> Designer Contractor

National Basketball 2007 Association (NBA) Secaucus, NJ

> Designer Contractor

1997 - 2012

Hoffmann-La Roche Nutley, NJ

Designer Contractor | 2007 - 2012

Media Design Management Full-Time Contractor | 1997 - 2005

About

Creative design leader with over 20 years of experience driving strategy across marketing, advertising, and corporate communications. Early in my career, I worked in the pharmaceutical industry, creating design materials to promote products. I gained experience in regulatory review processes while managing the workflow for various patient presentations, print pieces, convention materials, and consumer product websites.

In 2005, I founded Cordasco Design to collaborate with cross-functional teams and partner with clients across a range of industries.

Education

Bachelor of Fine Arts | 2000

William Paterson University of New Jersey, Wayne, NJ

Core Competencies

Leadership | Art Direction | Marketing Collateral Page Layout | Analytics | Display Graphics HTML/HTML5 | WordPress | Email Design

