



MR. GREY

Upon graduating from F.I.T., Alfred G. Assin began his design career at a firm specializing in communications for the financial industry, before further honing his corporate identity skills at Frankfurt Balkind. There his clients included Goldman Sachs, Sanctum Inc., and the Solomon R. Guggenheim Museum. Moving to Wishbone, a pharmaceutical advertising agency, he developed the Levitra logo for Bayer HealthCare and GlaxoSmithKline, among other work. Taking advantage of the opportunity to expand into the world of retail design, he joined slover [and] company, where he designed for clients such as Cartier and Sony. He was also tasked with the Wynn Las Vegas account. In addition to designing Steve Wynn's "family crest" for the casino's country club and golf course, he developed designs for numerous other elements of the casino complex, down to the poker chips. As part of this project, he also created restaurant logos and menu systems for Daniel Boulud, SW Steakhouse, Okada, the Country Club, and many others.

In 2006 he had the opportunity to work for himself and apply what he knew best to the hospitality, restaurant, fashion, and real estate industries. He lives very happily in Brooklyn.

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PROFESSIONAL HISTORY

Mr. Grey
209 Clinton Ave, 1G
Brooklyn, New York
Principal
August 2006 - Present

In September 2006, I took the opportunity to work on my own and apply what I know to the industries I love the most - food, restaurants, hospitality, retail, and luxury goods. My client list includes Zen Palate, Maurice Villency, The Tour de France Restaurants, and Amalia Restaurant. A fascinating, enlightening, and occasionally precarious ride.

Graj + Gustavsen
21 East 4th Street
New York, New York
Senior Designer
September 2007 - September 2008

This was my first opportunity to work for a firm that specializes in branding. My primary purpose was to help supply the clients with ideas on how to visualize and extend their brands. Notable clients that I have worked for here include Bill Blass, ArtCarved, The Athlete's Foot, Rafaella, and Peter England People.

slover [and] company
582 Broadway
New York, New York
Senior Designer
July 2003 - July 2006

I was asked back to Slover to start on a project involving Steve Wynn and his latest hotel in Las Vegas. The project involved designing close to thirty different logos for the restaurants and retail stores and developing their identity and menu systems. The jewel of the crown of the project was designing Steve Wynn's personal crest, which is now used to identify the country club and other premier amenities on the property. Other notable clients include Nordstrom, Bloomingdale's, and Pizzeria Uno's.

Wishbone-ITP
245 Fifth Avenue
New York, New York
Creative Director
January 2002 - June 2003

I was initially hired as a freelancer to work on a logo for an erectile dysfunction drug named Nuviva. After several rounds of revision and several name changes, the drug was released as Levitra. Yes, that was me. Ask me and I will tell you what the flame really means and the story of its evolution. After the project, I was hired full-time to head the art department as Creative Director.

Fashion Institute of Technology
Seventh Avenue at 27th Street
New York, New York
Instructor
Intro to Computer Design
and Intro to Packaging Design
Fall Semester 2001

I wanted to see what other avenues of graphic design I could explore without being in an agency or studio. I quickly accepted this job when I was offered it by Susan Cotler Block, the department head of graphic design and advertising at F.I.T. I enjoyed it thoroughly and would do it again if given the time and the opportunity. Teaching only two classes was more than a full-time job. I had no qualms in failing any of my students. It would only have lightened my work load.

slover [and] company
584 Broadway
New York, New York
Designer
April - July 2001

My introduction to Slover resulted from my hand-delivered sample package to the studio. Fortunately for me, they were having problems with a logo project for W B David that was part of a marketing initiative to increase diamond sales. They won the pitch with the help of the logo I designed, and I stayed on for the following months to work on projects for Sony and Cartier. Most notable is the Landmark Celebration logo I created for Cartier. You can see the manhole-sized brass plate of the logo on the corner of 52nd and Fifth Avenue.

Frankfurt Balkind Partners
244 East 58th Street
New York, New York
Identity Designer
November 1999 - February 2001

I had heard of Frankfurt Balkind early in my college years and was offered this job on my 28th birthday. I had the opportunity to create logos and identity systems for large and very visible companies like Goldman Sachs, Lechters, and CMP. Thanks to the internet boom, I got the chance to work on identity systems from the ground level for start-up companies like Cornerhardware.com, My Virtual Model, and Sanctum Inc. I am not sure if any of these companies still exist.

Daniel Scharfman Design
594 Broadway
New York, New York
Designer
September 1997 - November 1999

My first foray into financial communications was very fruitful. As a mentor, Daniel Scharfman was instrumental in my education in corporate identity, branding, and the fundamentals of production and printing. I learned a great deal from him and others in the studio, and we are friends to this day.

Siren Design
10 Jay Street
Tenafly, New Jersey
Designer
October 1995 - September 1997

My first job out of school was not too much different from the freelance work I was doing during school. Most of my projects dealt with publishing, but I had my first chance to design for the financial industry when the studio started doing financial and annual reports for companies like Nextel and Boeing.

Function thru Form
707 Washington Street
New York, New York
Freelance Designer
October 1991 - September 1994

One of the many jobs I had during my college days to put me through school. The studio designed high school and college textbooks. It gave me the chance to sharpen my computer skills and learn to organize my time. Mostly, it gave me - a young, unproven designer - the chance to create.

Museum of Television and Radio
25 West 52nd Street
New York, New York
Freelance Designer
January - April 1994

I worked at MTR part-time to help out a friend who was working as the art director of the museum. I also worked there because I wanted to meet Lou Dorfsman. I worked two days a week for free, but lunch was paid for. I also had a free membership to the museum and access to the television archive. Fun, educational, and entertaining, it was worth it.

Frequent Flyer Magazine
1775 Broadway
New York, New York
Mechanical Artist
June - September 1991

I listed this job to show how far back my experience goes. Yes, the title is mechanical artist. Yes, I had to paste up reproducible type on a mechanical board. I have worked in desktop publishing and design from their infancy, which has given me exceptional insight into all that can be designed and produced today.

EDUCATION

Fashion Institute of Technology, State University of New York
B.F.A. in Graphic Design awarded in June 1996
A.A.S. in Advertising Design awarded June 1993