



Fred Yavorsky has been producing award-winning creative work for over 50 years. He's been an art director at several major agencies including FCB Philadelphia, where he headed a creative team that worked for The Pennsylvania Lottery, Bethlehem Steel, Air Products and

Chemicals, and Sperry Computers.

As Senior Art Director/Creative Supervisor at Ketchum Advertising in the mid '80s he worked on numerous DuPont accounts, including DuPont Electronics, Phillips/DuPont Optical, British Telecom & DuPont, and DuPont Imaging.

In 1988 he started his own graphic design firm — Fredrick Yavorsky Creative Services. For four years, his company served Kraft/General Foods, Wells Fargo, Campbell Soup, DuPont, and many others.

Fred's company was acquired by Ketchum in 1992, and he rejoined the firm as Vice President, Creative Director for Design FX—Ketchum's design and marketing communications group. Design FX handled all collateral needs for accounts like Pizza Hut, Certainteed and DuPont.

Independent since 1994, Fred has helped clients like ARAMARK Corporation, Air Products, Unisource International, the Opera Company of Philadelphia and PECO build their businesses through effective marketing communications. Fred joined creative forces with Merrell McGuire to form Twist Communications in 1999. Twist helps clients of all sizes and types position and promote their products and services. Clients have included Capital Project Management, Inc., Dignity Housing, Equality Forum, Fox Chase Cancer Center, GlaxoSmithKline, HealthForumOnline, The Mann Center for the Performing Arts, University of Pennsylvania, WHYY and others.

Fred's collection of antique advertising signs compliment his collection of over 60 awards for creativity—including Gold and Silver medals from the Art Directors Club, Television & Radio Advertising Club awards, numerous ADDYs, Bellringers, and an Obie award for excellence in outdoor advertising. The poster designed by Fred for the documentary "Gay Pioneers," and signed by the activists featured in the film, has become part of the permanent collections of the Library of Congress and the Smithsonian Institution.

He is a graduate of Tyler School of Art in Philadelphia, where he earned a Bachelor of Fine Arts degree in Graphic Design.

FREDRICK YAVORSKY

817 Fox Chase Road, Jenkintown, PA 19046

215-884-1862

www.twistcomm.com (web)

fred@twistcomm.com (e-mail)

EDUCATION

Tyler School of Art - Temple University

BFA, Graphic Design

1974 – 1977

EXPERIENCE

Creative Director, General Partner

Twist Communications, LLP

Marketing Communications agency

1999 – 2023

Owner, Creative Director

Fredrick Yavorsky Creative Services

Graphic Design Studio

1995 – 1998

VP, Creative Director

Ketchum Communications, Philadelphia

Advertising Agency

1992 – 1994

Owner, Creative Director

Fredrick Yavorsky Creative Services

Graphic Design Studio

1988 – 1992

Senior Art Director

Ketchum Communications, Philadelphia

Advertising Agency

1986 – 1988

Senior Art Director

FCB/Philadelphia (Lewis, Gilman & Kynett)

Advertising Agency

1981 – 1986

Senior Art Director

Panographics, Inc., Wilmington, DE

Graphic Design Studio

1980 – 1981

Art Director

Levinson Advertising

Advertising Agency

1977 – 1980