



Norman Cherubino • Principal, Co-founder



Norman shares responsibility for the overall management and performance of Langton Cherubino Group with David Langton. As Creative Director, Norman leads the development of strategic visual solutions for communication programs. Norman has over 20 years' experience as a designer in New York City.

Norman art directs employee communication programs such as Healthy Pfizer, the national launch of a comprehensive wellness initiative for Pfizer, the world's largest drug company. Healthy Pfizer featured health fairs at 15 locations; website, email and on-line questionnaires; diet, exercise and incentive programs; testimonial campaigns; and on-going communication programs to 80,000 employees and dependents. The Pfizer program launch exceeded all goals with over 81% participation in year one.

Norman has directed national programs for Fortune 500 companies including Credit Suisse Asset Management, Hess, Publicis, Siemens, Tyco and Unilever. His work has been honored with awards from Print's Regional Design Annual, International Golden Quill for Strategic Communications, Apex Grand Award, International Association of Business Communicators, and the Great Design Show International Competition.

Norman's design of the logo for BIBs (Better Infant Beginnings) is featured in Print's Best Logos and Symbols (North Light Books). He holds a Bachelor of Fine Arts degree from the Rhode Island School of Design.