

OBJECTIVE

Innovative and energetic graphic designer with more than 15 years of graphic design experience seeking the opportunity to grow with a reputable business and enhance brand alignment through continued application of professional background in production, custom publication, marketing materials, and print and digital content, as well as creative design excellence, management and multimedia design collaboration.

PROFESSIONAL SKILLS

Magazine/special section page layout and design; print/digital advertising design – concept to completion; photoshoot planning and direction; video editing; story conceiving; poster/brochure/package design; pre-press; problem solving; multitasking; excellent customer service skills; deadline driven; proven ability to quickly learn on the job.

SOFTWARE SKILLS

Advanced knowledge in the latest Adobe Creative software including InDesign, PhotoShop, Illustrator, After Effects, Acrobat, Microsoft applications; basic knowledge of HTML and CSS; fluent in Mac and PC platforms.

PROFESSIONAL EXPERIENCE

June 2019 - present

Senior Graphic Designer (10/19 - present)

Freelance Graphic Designer (6/19 - 10/19)

Soma Intimates (Chicos, FAS), Fort Myers, FL

Supports the creative process from concept to completion for assigned seasonal campaigns including email, paid advertisements, YouTube and organic social content. Works closely with Creative leader to develop concepts and design layouts that adhere to established brand standards. Other responsibilities include: produce and optimize final digital artwork; create digital templates; partner with copy team to ensure copy and art are aligned to deliver product and brand stories; collaborate with Creative Team on presentations; serve as a mentor for graphic and assistant graphic designers.

March 2015 - April 2019

Art Director (2/18 - 4/19; interim Creative Director 5/18 - 1/19)

Assistant Art Director (3/17 - 2/18)

Freelance Graphic Designer (3/15 - 3/17)

Gulfshore Life Magazine (Open Sky Media), Naples, FL

Creative direction and management including budgeting, photo assignments and collaboration with editorial department for several custom publications including *Gulfshore Business*, *Naples Health* and *Naples Realtor*. Worked directly with Marketing and Sales departments in the creation of media kits, sell sheets, eBlasts, digital ads, and event collateral. Awarded a Charlie (gold) for Special Theme Issue (*Gulfshore Business Sourcebook*) by 2017 Florida Magazine Association. Increased responsibilities as Art Director included creative direction and business management of *Gulfshore Life* magazine, creation and implementation of marketing videos for sales team, training new staff, and general management of day-to-day art department operations.

October 2013 - March 2015

Freelance Graphic Designer

Daks Publishing, Naples, FL

Creative Director of local publishing company producing 2 bimonthly magazines. Handle cover-to-cover layout and design, pagination, ad creation and collection, redesign of media kits and sales sheets, updating online advertiser listings in HTML platform as well as updating the overall look of websites.

May 2010 - May 2013

Lead Designer - Spec / Magazine / Digital Team

Dow Jones Local Media Group, New Bedford, MA

Managed a team of 8 artists; helped consolidation of creative department of 7 newspapers nationwide to a central location; managed integration of digital ad production work flow into new operating system; design of newsprint, magazine, pre-print and digital advertising from concept to completion on a daily basis; updated and revised advertising, maintaining consistent style and goal of the customer.

November 2006 - May 2010

Creative Director - Cape Cod View Magazine / Lead Designer - Upper & Lower Cape Teams

Cape Cod Media Group / Cape Cod Times, Hyannis, MA

Oversaw creative direction of editorial and advertising content of glossy lifestyle magazine on Cape Cod. Managed a team of 10 artists in the production of print/digital advertising of *Cape Cod Times*; awarded Artist of the Year 2008; member of Team of the Year 2008; self-taught Adobe InDesign in less than a week prior to hire.

EDUCATION

December 2000 - present

Online Education

Continuous self-education using online tools like Lynda.com, Adobe.com and YouTube tutorials to stay current in all Adobe product upgrades and market trends

Summer 2000

Graphic Design Internship

Hasbro Toy Company, Pawtucket, RI

Assisted Creative Manager in Packaging Department, self-taught Adobe Illustrator, GPA 4.0

September 1997 - December 2000

Bachelor of Arts Degree

University of Rhode Island, North Kingstown, RI

Areas of concentrated study: drawing, painting, color, typography, art history, GPA 3.6, Dean's List, Scholar Athlete.

REFERENCES MADE AVAILABLE UPON REQUEST