

OBJECTIVE Graphic Design Specialist | Pre Press

PROFILE

Skilled and effective graphic designer specializing in corporate identity design, print design, and web design. Recognized for creative ability to interpret messages into an effective and visually appealing form. Well rounded and goal-oriented who works well as a dynamic team player in the accomplishment of company goals. Acknowledged as a motivated person who is accustomed to performing within a fast paced environment and managing multiple projects while paying great attention to detail. Problem solver who thrives on challenges, works well under pressure and gets the job done on time. Passionate about design; always eager to learn new things and welcomes creative challenges!

EXPERIENCE

Umi Haft Designs, Carlstadt, NJ

2004-Present

Freelance Graphic Designer

- Manage and coordinate design projects from concept through completion
- Work closely with clients to create a vision, develop designs, and consistently meet deadlines and requirements
- Responsible for designing Frozen Peaks (self-serve frozen yogurt) full branding from the logo to in-store digital signage as well as all marketing collateral

Redi-Mail Direct Marketing / StayinFront, Fairfield, NJ

2010-Present

Marketing Graphic Design Specialist/ Pre Production

- Responsible for the conceptualization, development and implementation of print, digital media and web projects through multi-media platforms from start to completion
- Create new design themes and graphics for all marketing and sales presentations, promotional videos, tradeshow and corporate websites which are used globally
- Convert PDF and Word documents to HTML for email blasts
- Pre-flighted and prepared customer print communications for production
- Prioritized and adhered to tight mailing deadlines

Empowered Medical Media, New York, NY

2009

Freelance Graphic Designer

- Responsible for creatively conceptualizing and graphically communicating messages through multi-media designs
- Responsible for designing various website layouts & banners
- Designed the template skin for the company's back end program
- Created several landing pages in Dreamweaver

AlphaGraphics, Totowa, NJ

2007-2008

Graphic Design Specialist/ Pre Production

- Pre-flighted and prepared customer print communications for production
- Worked with clients to design brochures, logos, business cards, posters, etc
- Assisted in other areas such as customer service, bindery and sales
- Designed sell sheets and an interactive PDF presentation used for in-house marketing

DESIGN

Print Design

- Brochures & Newsletters
- Logos & Business Cards
- Posters & Mailers
- Tradeshow Booths
- Marketing Collateral
- Store Layouts & Product Packaging

Web Design

- Website Design
- Landing Pages
- E-mail Blasts
- Web Banners
- Advertisements
- Social Media

Digital Media Design

- Digital Signage
- Short Product Videos
- Dashboard & App Design

SKILLS

- Problem solving & Strategic planning
- Creating and implementing new ideas
- Multi-tasking and time management
- Working under tight deadlines
- Fast learner who enjoys new challenges
- Attention to detail and great organizational skills
- Mac and PC proficient
- Adobe Creative Suite 6- Illustrator, Photoshop, Indesign, Dreamweaver
- Quark XPress and Microsoft Office

EDUCATION

Bergen Community College, Paramus, NJ

2010

Continuing Education Courses

- Creating Your Own Web Page
- Dreamweaver

Felician College, Rutherford/Lodi, NJ

2003-2007

BA Graphic Design

EXHIBITIONS

60th Annual DPI (Department of Public Information) /NGO Conference

2007

United Nations, NY

Climate Change and Individual Responsibility

- Educational Exhibit on the individual responsibility and the impact one can have on helping our environment.

Senior Art Exhibit

2007

Felician College, NJ

The Blossoming Seasons of Japanese Culture

- Designed a book and posters based on the Japanese culture and the four seasons.