



DORIS RIOS Graphic Designer

Brookhaven, PA 19015

M 856.296.8864 | E dorisriosdesigns@gmail.com | www.geocities.ws/drios/index.html

EXPERIENCE

2018 – Present

Freelance Graphic Designer/Art Director | Self Employed

Currently working on a number of different projects for various organizations, including:

- Posters, booklets, newsletters and other publication materials
- Website and social media designs
- Logo and brand designs

2014 – 2018

Art Director | Freedom Mortgage Corporation

- Lead designer for company's rapidly growing Traditional Retail mortgage channel, managing team of three design specialists
- Designed library of marketing support materials for use by company's loan officers and referral partners, including establishing design templates for marketing automation system
- Also support B2B design needs of Wholesale and Correspondent channels, including developing standards and templates for marketing materials (e-newsletters, emails, flyers, powerpoint presentations, digital ads)

2008 – 2014

Art Director | Bank of America

- Designed templates for Associate Engagement to streamline development process, reduce production time and to unify collateral using consistent design standards throughout the internal communications agency
- Directed and developed visual images that communicated the organization's marketing objectives within strict brand guidelines for the corporation and its subsidiaries
- Established design standards for broad range of training materials (e-newsletters, flyers, powerpoint/keynote presentations) used nationwide to educate employees of new products and services

2008

Freelance Graphic Designer | Production | Thomas Jefferson University

- Developed and designed marketing brochures, advertisements, direct mail and various marketing materials that promoted the university's mission and objectives to audiences including staff, students, alumni and supporters

2008

Freelance Senior Graphic Designer | Universal Health Services, Inc.

- Developed and designed newspaper and magazine advertisements, product brochures, billboards and various marketing materials aimed at bringing in new clients and achieving financial goals

2008

Freelance Graphic Designer | Saint Joseph's University

- Designed marketing material that increased enrollment and donations from alumni supporters
- Developed and designed communications that upheld the university's identity, including catalogs, student handbooks, commencement materials, alumni mailings, recruitment materials, applications and other forms

2006

Senior Graphic Designer | Wallace Roberts & Todd, LLC

- Designed a unified brand for all offices to increase public awareness
- Managed all photo shoots, graphic temps, vendors, and press checks
- Created client reports, fund-raising brochures, presentations and campaign materials that enabled clients to achieve desired results
- Designed environmental graphics, namely the design of signage and way-finding systems, working within established graphics/signage vocabulary and in designing entire new systems



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CLIENTS

- Bank of America / ECS
- Berean Savings Bank
- Campbell Soup Company
- Eleanor Hubbard Artist
- Emerclin Corporation
- IFM Efector, Inc.
- Jeff White Architects
- KYW-TV 3
- Lawrence R. Watson, II Attorney
- Museum Council of Philadelphia & Delaware Valley
- OrthoLogic Corporation
- Ramada Inn
- Sharla Feldscher Public Relations, Inc.
- Thomas Jefferson University Hospitals
- Universal Health Systems, Inc.
- University of Pennsylvania

COMPUTER SOFTWARE: MAC AND PC

- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe Acrobat DC
- Adobe XD CC
- Microsoft Office 365
- Basic Adobe Dreamweaver CC
- Basic Premiere Pro CC
- Basic HTML & CSS
- Basic Adobe Animate
- Basic InVision

OTHER SKILLS

- Digital photography
- Color comprehension
- Color selection
- Freehand drawing
- Print production
- Press checks
- Prepare files on the META
- Type rendering / specing

EDUCATION

Southern New Hampshire University
Bachelors of Arts in Graphic Design &
Media Arts | 2018

Moore College of Art and Design
Web Page Creation Certification | 2002

Moore College of Art and Design
Desktop Publishing & Computer Design | 1991

Art Institute of Philadelphia
Associates Degree in Visual Communications | 1985

LANGUAGES

Fluent Spanish