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MY BIOGRAPHY

I am a graphic designer from Westfield, Massachusetts with fifteen years of professional experience. I am a problem solver, driven to produce aesthetically pleasing designs. I strive to inspire and create emotional connections through my work. I have a reputation for reliability, with a career track record of successful accomplishments. I am a results-orientated, and creative professional with design experience in newspaper and magazine print advertising. I have Marketing experience for both print and digital media, with an expertise in developing logos and branding, along with experience creating display advertising and publication layouts. I am proficient in managing complex graphic design projects from concept to completion within time and budgetary constraints. I have excellent interpersonal skills and I can assist clients with their diverse marketing needs. I have experience in photography, working closely with clients to provide high end photography to be applied in both print and digital media. Proven experience, managing complex photo shoots with local photographers as well. My technical experience includes Adobe Creative Cloud software, Flexo prepress packaging, and knowledge of HTML, and CSS.



WORK EXPERIENCE

2010/10–Present CSW, Inc.

Prepress artist–Replicate or prepare customer artwork for Die Cuts or RSC's for both art for approval and plate making stages. Responsible for the production of art files that meet stringent requirements for liquid polymer or sheet material–per client, and CSW specifications.

2016/07–2016/10 Reminder Publications

Assistant graphic design manager–Assisted in the production, of weekly and specialty publications. Managed the design department and organized page layouts to meet print deadlines for various publications. Coordinated with print vendors to plan and expedite print deliverables, or to resolve any print issues that may arise. Created display advertisements which increased customer sales and designed marketing collateral which supported the sales department.

2010/12–2016/07 Envision Marketing Group

Art Director/Senior designer for a wide variety of accounts. Provided design support for a diverse range of industries. Supervised the coordination and completion of print deliverables for 95% of the company's primary accounts. Designed and implemented innovative promotional campaigns for **Henny Penny's** regional convenience stores throughout the state of Connecticut, resulting in a 20% revenue increase for their convenience store chains. Created effective print and digital collateral from concept to completion. Worked closely with clients to help grow, maintain, and improve their brand. Provided excellent service that exceeded their marketing needs and expectations.



EDUCATION

2015–2017 Southern New Hampshire University
Bachelor of Arts, Graphic Design and Media Arts.
Summa Cum Laude

Holyoke Community College
Associate in Science, Visual Arts.



SKILLS

ADOBE PHOTOSHOP CC



ADOBE ILLUSTRATOR CC



ADOBE InDESIGN CC



ADOBE PREMIERE PRO CC



ADOBE DREAMWEAVER CC



ADOBE ACROBAT



MY INTERESTS



ART



PHOTOGRAPHY



SUSHI



MOVIES