

Overview

I am an experienced graphic designer that can manage a project from start to finish. I have a creative approach to problem-solving, a passion for design with purpose, and determination to provide a product on-time with the resources available.

My goal is to create excellent graphic designs for print, packaging and online media that function for the intended audience and to handle challenges in a quick and effective manner.

Skills

Adobe Creative Suite	WordPress	MS Office Suite	MailChimp	Mac & PC Savvy
Quark	HTML & CSS	Digital Photography	Copywriting Skills	Weebly

Production Artist – Diadeis, New York, NY – 8/2014 - Present

- Responsible for production of "pixel-perfect" packaging mechanicals based on the creative conceptual layouts for clients ranging from pharmaceutical to beauty products
- Review file specifications prior to starting/releasing files and ensure adherence to standards of both the agency and/or client
- Update packaging with new die lines, sizes, languages, logos, text and designs while constantly meeting deadlines
- Improve artwork & images so that they are "press-ready" and follow brand consistency and legal standards
- Upload, track and monitor jobs thru "GO Workflow"

Freelance Designer – Rocco DeSiano Designs, 12/2000 - Present

- Develop, enhance and/or strengthen a variety of clients' identities through the development of logo design, direct mail, marketing collateral, website development and social media
- Manage all operational, strategic, marketing, quote/bid and administrative functions
- Develop ongoing business relationships and partnerships with local companies and organizations

Independent Contractor – Pfizer Consumer Healthcare – Graphic Development Dept, Madison, NJ – 3/2014 – 6/2014

- Managed and executed the development and approval process of display graphics for national launch of OTC Heartburn product
- Attended meetings and worked with other departments to obtain pertinent information required to proceed with projects
- Provided creative input and designs as required to assure all artwork was on target with Brand strategies and requirements
- Assigned projects to in-house graphic artist or outside vendor; managed the workloads and priorities within all resources
- Managed Sharepoint to provide digital assets in a timely manner for customers
- Provided support for sales team on special projects/assignments

Graphic/Package Designer – Lancer and Loader Group, New York, NY – 03/2008 - 08/2013

- Solely responsible for creation of all package design, sales literature, manuals and Point of Purchase (POP) displays for large line of LED lighting products
- Lead as main liaison with China factories on technical issues such as: product development, package dielines, item specifications & POP displays
- Increased sales by \$75,000 for 2011 and \$200,000 for 2012 by creating custom packaging for one of the company's largest account resulting in repeat business for 2013
- Photograph and organize company's product images by creating an on-line image library to position products for successful sales use
- Enhance on-line presence by re-designing and developing company's web sites – www.lancerandloader.com and www.ughbug.com
- Support sales team achieve goals by coordinating presentations, packaging concepts and sell sheets for existing/potential customers
- Reduced package size by 20% in order to cut freight cost and take up less space in store – which ultimately allows for larger display of product line

Graphic/Package Designer – Venture Products, Fairfield, NJ – 02/2007 - 03/2008

- Designed packaging for company's large line of foam products sold in various retail stores
- Assisted sales team by creating sample packages, sell sheets and other marketing materials for perspective buyers
- Photographed company's product line to compliment and support marketing campaign initiatives and meet visionary expectations
- Designed & developed company web site

Creative/Production Manager – ActionEmco, North Bergen, NJ – 12/2004 - 02/2007

- Managed art department consisting of four production artists in order to produce marketing materials to lead the sales force
- Created page layouts and cover designs for office supply and furniture catalogs
- Oversaw press process of 1200+ page office supply and furniture catalogs in print facility
- Supervised general design of all sales literature and ensured deadlines were met

Graphic/Package Designer – Universal Nutrition, New Brunswick, NJ – 5/2001 - 12/2004

- Created package design for in-house and private label product lines of dietary supplements
- Increased product sales by updating and improving company's product labels to conform with FDA requirements
- Assisted in highly successful advertising campaign for Doctor's CarbRite Diet product line which, included the design of handbook, sample pack and web site

Graphic Designer – Mary Pomerantz Advertising – Highland Park, NJ – 2/2000 - 3/2001

- Constructed classified advertisements for local and regional newspapers
- Interacted with marketing department to offer solutions for advertising campaigns for potential clients
- Worked with sales department to meet deadlines on a weekly basis
- Prepared graphics for company website

Awards & Recognitions

- Winner of 2004 Sappi Idea Exchange Award for Doctor's CarbRite Diet Handbook
- Winner of 2001 EMA Excellence and Dansker Award for Primavera Advertisement

Education

Associate of Applied Science in Marketing Art & Design – Middlesex County College, Edison, NJ – 2000

Volunteer Work

Graphic Designer – St. Catherine of Siena Parish – Cedar Grove, NJ – 2013 - Present

- I enjoy helping out my parish whenever they are faced with any graphic design challenges. So far I designed logos for their Society for Seniors organization and for the St. Catherine of Siena Heritage Fund 5K Run & 1M Fun Walk.