

SUMMARY

An accomplished art director/senior graphic designer with the proven ability to create exceptional branding programs and marketing materials that improve a company's image and increase sales. Experience in diverse industries, including health & fitness, beauty & wellness, technology, medical, and pharmaceutical.

CORE STRENGTHS

- Extensive print and digital media experience
- Excellent communication and management skills
- Extremely organized and detail-oriented
- Outstanding problem-solving abilities
- Strong interpersonal and technical skills
- Flexible and adaptable to project changes

WORK EXPERIENCE

Art Director/Senior Graphic Designer **2022 – Present**

DB Graphic Designs - advertising & marketing

Providing consulting services for companies in need of high-end Digital design, responsive website design and maintenance, and hosting services. Print services include package design, trade ads, flyers & brochures.

- **Marketing & Design:** create marketing strategies, branding, advertising, infographics
- **Digital Content:** banner ads, website design, digital assets, photo retouching
- **Social Media:** content creation, banners, postings for Facebook, Instagram, Twitter

Senior Graphic Designer **2018 – 2022**

MHP (Maximum Human Performance) - health & wellness

As the Senior Designer/Art Director I was responsible for the creation of all design and marketing materials. Providing innovative solutions in a fast-moving environment, with a clean contemporary design style.

- **Package Design:** responsible for all packaging, graphics, and branding consistency for its 3 National Supplement Brands (MHP, MuscleMeds, Fit&Lean), which included over 50 different products
- **Marketing & Design:** branding, magazine and trade ads, digital prepress, photo retouching and product rendering, logos, trade show graphics, sell sheets, advertising, poster design, infographics, T-shirt design
- **Digital:** UX/UI design, website design, digital assets, slide show and web banners, email graphics
- **Social Media:** banners and post graphics for Facebook and Instagram

Art Director/Digital Designer **2016 – 2018**

Evogen - medical testing genomics

My key role was to rebrand their image into a more contemporary look and incorporate the new image and branding into their websites and online presence.

- **Marketing & Design:** create branding, logos, print collateral, posters, trade show graphics
- **Digital:** UX/UI design, website design and graphics, WordPress maintenance

Senior Designer **2015 – 2016**

Pocket Recruiter - candidate tech recruiting

Create all branding, my design and marketing skills provided the necessary elements, on all media platforms, creating a professional look for the company to sell and market it's service to investors.

- **Marketing & Design:** branding, logos, sales aids, sell sheets, photography, PowerPoint presentations
- **Digital:** UX/UI design, wireframes, web graphics & banners, email blasts, WordPress & CMS maintenance
- **Social Media:** banners and post graphics for Facebook, Twitter, LinkedIn and YouTube

WORK EXPERIENCE

Art Director/Graphic Designer **2014 – 2015**

Transgenomic - medical testing genomics

Rebranded all marketing materials for both their Neurology and Cardiology Divisions.

- **Marketing & Design:** create brochures, catalogs, clinician guides, sales aids, trade shows graphics

Graphic Designer **2013 – 2014**

BioReference Laboratories - lab diagnostic services

Working in both and print & digital media, I designed many visually appealing projects.

- **Design & Graphics:** medical brochures, reports, sell sheets, photo retouching, trade show graphics
- **Digital:** UX/UI design and storyboarding, website design, web graphics

Graphic Designer **2012 – 2013**

One World/PharmaDesign - pharmaceutical

A specialized product design agency, I worked on their print collateral and graphic design.

- **Design:** sales aids, product packaging, photography and retouching, 3D prototyping

Art Director/Graphic & Digital Designer **2012 – 2015**

DB Graphic Designs - marketing, advertising & consulting

Provided print & digital design services which included website design and hosting. Clients ranged from small to large businesses in many diverse industries. Interacted directly with owners and account executives to turn their marketing visions into reality.

- **Marketing & Design:** create branding, logo design, identity systems, brochures, catalogs, trade shows, promotional advertising, magazine & newspaper ads, infographics, package, signage and poster design
- **Digital:** UX/UI design and storyboarding, Hosting of CMS/Responsive websites, digital assets, web banners, direct client and programmer interaction
- **Social Media:** banners and post graphics for Facebook, Instagram, Twitter, LinkedIn, YouTube

ADDITIONAL EXPERIENCE

Communications Manager *Presperse* - cosmetics

Trade magazines & brochures, product catalogs & displays, email blasts, trade show graphics, poster design.

Web Design Manager *GAF Material Corp* - roofing manufacturer

Graphic design, packaging, photography & retouching, web design, content management, marketing liaison.

Art Director / Web Designer *Arctic Falls* - water & coffee supplier

Design brochures and catalogs, website design and graphics, CMS for online ordering, product photography.

Graphic Designer *Verizon Business* - technology

Cell phone interface graphics, presentation infographics, web graphics and UI design.

Graphic Designer *Reeves International* - toy collectibles

Graphic & package design, comp package creation, logo design, promotional posters and advertising.

Graphic Designer *Lucent Technologies* - technology

Graphic design, interior and trade show graphics, promotional advertising and signage, web design.

VOLUNTEER EXPERIENCE

Entertainment & Production Coordinator *2022 – Present*

Montville 4th of July Organization - non-profit organization

- **Event & Music Production:** scheduling of event timelines, contracting sound and support vendors, coordinating and booking of talent/live band entertainment, MC and stage manager duties
- **Marketing & Design:** create branding, magazine ads, flyer handouts, large vinyl banner signage
- **Social Media:** Facebook banners and graphics

EDUCATION

The Ohio State University *Columbus, OH*

BS: Industrial Design - Major in Visual Communication – GPA 3.5

Advanced Technology Institute *Bloomfield NJ*

Certificate: Internet Web Master Site Designer Program

ADDITIONAL SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat

Artistic Abilities: Creativity, Marketing, Branding, Typography, Photo Retouching

Microsoft Office: Word, PowerPoint, Outlook

Web Design/Coding: HTML & CSS, WordPress, CMS Backend, Slack

Social Media: Facebook, Instagram, YouTube, Twitter