

profile

Experienced Senior Graphic Designer – extensive experience in graphic and web design, technical illustration, gif and flash animations. Strong conceptual and design skills. Responsibilities that include graphic presentation and navigation of websites, page design, and graphics development. Created and managed all aspects of visual design and its timely execution, including the final products released to the marketplace, prototypes for field testing, and other advertising and sales promotion products. Provided support to Marketing and Communications teams for collateral and other print design needs. Experienced in multi-page layout designs for data sheets, product brochures and other printed materials. Have thorough knowledge of Mac and PC graphic and page layout programs.

Effective Project Management – highly skilled interpreting client requirements and setting the creative direction and vision to ensure design projects are delivered on time and budget. Experienced in brand development, positioning, and have a thorough understanding of how design requirements are integrated within a company's business model and product marketing strategies. Ability to communicate and manage project objectives to a creative staff.

software skills

Indesign	Acrobat	Fireworks
Photoshop	Quark Xpress	Microsoft Office
Illustrator	Dreamweaver	Final Cut Pro
Image Ready	Flash	HTML

career development

Senior Graphic Designer | Lutron Electronics Company | March 2004 - Present

Lead designer for the Home Systems and Commercial Products business units with responsibilities including, but not limited to, print design, web design, product packaging, photo shoots and trade show graphics. My role is to interpret client project specifications and communicate effective, design solutions, to the target audience, based on those requirements.

- Special projects designer for two major corporate initiatives: all marketing materials for a new product launch in the spring of 2006 that exceeded \$1 Million in sales in the first year and a new photography initiative—catalog, archiving and image management— for nearly 4000 new images. Studio and location photography was a requirement to elevate brand identity with best-class imagery.
- Assist Marketing and Communications departments in elevating corporate brand image through marketing and design.
- Interpret project specifications from department team leaders and communicate effective, design solutions to business unit leaders based on required specifications.
- Communicate brand identity while adhering to style guidelines that reinforce consistent image, broaden awareness and strengthen existence in the marketplace.
- Art direct photo shoots — location and studio — to ensure client requirements are met through photography.
- Produce trade show graphics in large format for booth production for multiple shows each year.
- Assist creative director in day-to-day operations.

Marketing Manager & Graphic Designer | SSI hubcity | June 2001 - March 2004

Start-up marketing position for a technology reseller. Manage national channel partner marketing programs to engage the sales force with existing and new client opportunities—regionally and nationally. Provide a graphic design “facelift” to web site and all sales collateral to elevate overall image in the marketplace. Manage budgets, provide support for the VP of Sales by way of lead management, tracking and profitability assessments.

- Manage all marketing development and graphic design for four office locations.
- Responsible for web site design, navigation and maintenance.
- In charge of all print design, print buying & graphical sales presentations.
- Work closely with national reseller channel development teams to create both regional and national marketing campaigns and monitor them through completion.
- Project list includes: Direct Mail campaigns, Corporate Awareness and Demand Generation programs.
- Maintain marketing budgets including application of vendor allocations as they apply to each promotion.
- Trade show coordinator and event planner for all company events.
- Copywriting, proofreading and print buying of print and web related articles.

Creative Services Manager & Art Director | Lauber Imports, Ltd. | March 1997 – June 2001

Managing Art Director & Senior Designer responsible for initiating in-house agency format and revolutionizing departmental standards and workflow. Supported sales force of 70+ selling into major New York/New Jersey/Pennsylvania area restaurants, hotels and retail accounts. Integral member of the web development team in charge of web site design, navigation and implementation of online sales resource tool.

- Responsible for 5 person team and all design projects including four major catalogs per year, brochure design, label design and a variety of sales support material for a team of 70 members.
- Web Database Project Manager – Internet ready resource pool for a variety of sales support materials.
- Increased department productivity with new software, training and workflow standards.
- Creation of point-of-sale designs for major domestic and international wineries.
- Responsible for the design of all advertising in monthly trade publications.
- In charge of company's print buying, maintaining relationship with printers and performing on-site supervision of print jobs through to completion including proofreading blue-line proofs and press proofs to ensure quality.
- Initiated the conversion to more sophisticated methods of digital pre-press, design, layout and electronic file output.
- Work closely with marketing department to carry several projects from inception to completion.
- Support sales force by designing and newsletters, wine lists, menus and a variety of other materials for major New York/New Jersey/Pennsylvania area restaurants, hotels and retail accounts.

Graphic Designer | York Luggage Company | January 1994 - February 1996

Graphic designer responsible for design, layout and copy writing of all product tags, catalogs, package design and advertising campaigns for licensors such as Perry Ellis, Bill Blass, Adolfo, Jordache, Diane Von Furstenberg and LA Gear from inception to completion of project.

- Worked side-by-side with luggage designers providing valuable information during production coordinating printed materials with their respective product.
- Conceived designs and produced layouts for all sales promotion and presentation materials.
- Responsible for layout of all studio & location product photography.
- Held constant communication with Far East office (York Luggage Taiwan) to maintain proper production and placement of internationally printed materials.
- Responsible for print buying and maintained relationship with domestic printers and performed on-site supervision of all domestic print jobs to completion.

education

- Rutgers University 1993; Bachelor of Arts, Graphic Design
- Raritan Valley Community College; Web Page Design & Development 1998.
- Aquent Graphics Institute 2006-07; Apple Final Cut Pro and Adobe Flash Levels I-IV

special achievements

- Anthony Giannotti Memorial Award in Graphic Design.
- Dean's List; Rutgers University; Spring 1992, Fall 1992.

relevant work history

- Graphic Designer and Web Designer | SWOT Management Group
- Graphic Designer and Web Designer | New Castle Imports
- Graphic Designer and Web Designer | Stryker Munley Group Advertising Agency

other interests

- Active member in men's soccer league and youth soccer coach

References available upon request.