

## Summary

I have acquired a vast amount of experience as a designer in marketing, the financial industries, educational publishing, the event & trade show industry, and the apparel business. I work with industry standard software such as Adobe & Microsoft products, as well as web based products such as Constant Contact and Exact Target. I appreciate the contrast of ideas & perspectives I've gained from a diverse design background, especially useful when working within a team and aiming for innovative approaches, both creative and administrative. My goal as always is to utilize and merge my past design experience with current trends and the clients specific brand & image, in order to find fresh and relevant design solutions.

## Work Experience

### Graphic Designer • Freelance • 2009 - Present

- Design and creation of campaign collateral for print & web
- Understanding print production methods and ability to produce print-ready artwork adhering to printer specs
- Collaborating with web technology partners to produce various web collateral including CMS Web Sites
- Creation of custom email blast templates, as well as the implementation of campaigns through email marketing services
- Image sourcing | Adapting visual content both vector & raster | Creating original illustration and photo re-touching

### Graphic Designer • Ourkidswin! Loyalty Marketing • 2008 - 2009

- Collaborating with Marketing VP and the OurKidsWin! Community Organizer to create new awareness and promotional campaigns.
- Development and creation of visuals for promotional print campaigns distributed to families via schools.
- Responsible for design and distribution of regular emails to users/members through mailing list server/Constant Contact.
- Closely working with the technology team to design and create web pages and content.

### Graphic Designer • Level 5 Learning Educational Publishers • 2007 - 2008

- Responsible for the layout of magazine articles for a new and innovative Summer Reading Program spanning grades 3-8.
- Research of child/teen pop culture trends in order to design the magazines to be visually relevant to that market.
- Creation of artwork and illustrations as well as text layouts for the magazines.
- Worked with the magazine editor to plan and organize graphic design workflow to converge with all editorial stages until final manuscript approval.

### Woven Apparel Design Assistant • Sigrid Olsen Apparel • 2005 - 2006

- Worked closely with manufacturing and product development specialists following all aspects of styles through to line release.
- Attended fit sessions and updated technical specs and sketches according to changes made during the fit session.
- Created embroidery & embellishment specs/mock-ups, & chose trim selections to support seasonal fashion concepts/trends.
- Developed textile repeats, including jacquards, yarn dyes, plaids, and denim, in U4ia and Photoshop.
- Made 'alter/proceed' comments to guide factories on colors, fabric handfeel, and embroidery/embellishment layout /technique.

### Graphic Designer • Sigrid Olsen Apparel • 2003 - 2005

- Worked on design projects, including direct mail advertising, package design and sales collateral.
- Attended press checks to sign off on approval for bulk printing.
- Responsible for updating sketches and technical information for the "doll" boards and sales books.
- Matched seasonal palettes to color printer and worked with spectrometer to get the values for the seasonal swatches.

### Graphic Designer • Freelance • 2001 - 2003

- Created various graphic design packages for event clients.
- Re-touched photographs in Photoshop, color correcting, adding and eliminating elements to create a visually cohesive feel.
- Worked with a digital fine art reproduction printmaker, color managing and color editing in Photoshop.

### Graphic Designer • Bash Design Special Events • 1993 - 2001

- Designed graphic packages; posters and interior banners, street banners, stage scrims, backdrops and stage props.
- Worked on regional/national special events, trade shows, performing arts, music festivals, concerts and corporate events.
- Researched products/production methods, to meet various client needs and budgets constraints.
- Overhauled the signage system for The New England Spring Flower Show.
- Supervised a crew of workers on-site to produce more than 1,500 signs for a large three-day Florida music festival.

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## Education & Professional Development

- Web Tutorials & Classes (*ongoing*) in order to keep up to date with latest software innovations and techniques
- Massachusetts College of Art - Graphic Design/Typography
- Lowlands College, Harrow, England. A-Level qualifications in both Art & Design
- Painting and Drawing classes

## Software and Operating Systems

- PC and MAC Environment
- Advanced PhotoShop, InDesign, Illustrator, Dreamweaver skills
- QuarkXPress, U4ia Microsoft Word/Excel/PowerPoint
- Constant Contact, Exact Target