

*profile*

- Progressive design professional poised to contribute experienced, energizing graphic solutions to your creative team. Produces highest caliber promotional and advertising campaigns, utilizing current technologies and collaborative brainstorming strategies.
- Innovative conceptualist with sharp eye for fresh approaches and cutting-edge design solutions; known for producing highly effective pieces, resulting consistently in successful outcomes.
- Creative designer with unsurpassed layout skills and meticulous attention to detail.
- Cross-media multi-tasker fluent in both print & web on Mac platform.

*professional  
experience*

» **VISUAL COMMUNICATIONS SPECIALIST**

The Lewis Center for the Arts, Princeton University - Princeton, NJ

*June 2011-Present*

- Create compelling visual solutions for print and digital materials such as posters, flyers, ads, programs, invitations, postcards, brochures, and social media campaigns to promote, support and create the brand identities for event series, programs and special events of the Center.
- Manage work teams including copywriters, photographers and junior designers, consistently meeting tight deadlines and scheduling challenges.
- Securing printing quotes as well as selecting photographers and illustrators as needed.

» **GRAPHIC DESIGNER** Mercer County Community College - West Windsor, NJ

*August 2003-August 2010*

- Produced smart graphic design solutions and reproduction-quality artwork for advertising and marketing materials including flyers, brochures, posters, folders, press-kits, invitations, apparel and direct mail pieces, providing original, creative design solutions to meet diverse inter-college client needs.
- Integral in conceiving and implementing marketing concepts and program identity systems.
- Shaped and facilitated new web site designs employing specialization in image preparation to significantly enhance visual impact.
- Created customized graphics, animation and prepared images for web sites, performing color and tonal corrections and retouching using multiple artwork applications.
- Effectively communicated with numerous external vendors to ensure cost-effectiveness, along with superior quality and on-time deliveries.
- Hand-picked to represent team on Strategic Plan and College Governance committees, working closely with college stakeholders to further the college's mission of student success.

» **FREELANCE GRAPHIC DESIGNER**

*June 1996-Present*

- Implement corporate brand identity and produce collateral materials such as brochures, invitations, newsletters, annual reports and postcards for clients in fields including:
  - health care
  - finance
  - retail
  - consumer products
  - telecommunications
  - arts & culture
  - transit authority
  - social work
  - professional sports

*skills*

InDesign, Photoshop, Illustrator, After Effects, MS Office Suite, WordPress

*awards*

CASE District II Accolades in Gold and Silver; National Council for Marketing & Public Relations (NCMPR) Medallions in Gold, Silver, and Bronze

*education*

School of Visual Arts - BFA

*Graphic Design concentration*