

Summary

A creative, responsible graphic designer with strong print design, comp assembly and production skills, as well as, web, digital and social media. Able to work independently or within a team to produce advertising, marketing and research communications on time and within budget.

Experience

- Designed, produced and project managed marketing collateral for print, online and on demand media such as capabilities brochures, white papers, fact sheets, research trade publications, newsletters and maps with Adobe software and MS Office Suite.
- Created newspaper and magazine print advertising, print infographics, digital tablet advertisements, OOH airport dioramas, billboards and internal posters.
- Created designs and produced storyboards for web banners, skins, interstitials and rich media, as well as promotional eblasts and images for social media including LinkedIn and Taboola.
- Worked with creative director, design manager and internal clients to create new designs for Mutual Fund communications to conform to the company-wide rebranding initiative. Encompassed fact sheets, newsletters, brochures, conference invitations, posters, signage and promotional items including t-shirts, bags and banners (both physical and website).
- Collaborated with teams within the customized SMART content management software utilizing QuarkXPress, InDesign, Acrobat, MS Word and Excel.
- Created physical mockups and comps to sell projects to internal clients.
- Purchased printing, reviewed and approved proofs and performed press checks.
- Worked remotely for a Paris-based design firm producing training modules and global aid-for-trade research publications for the OECD and EU.
- Managed studio production on a PC platform for HNW client event marketing collateral. Developed estimates, created and monitored schedules with creative teams, print buyer and internal clients.
- Managed in-house Creative Services Studio on a Macintosh platform. Projects included seminar announcements, direct mail, print collateral, newsletters, regional ads and PowerPoint presentations.
- Educated and instituted UBS brand guidelines, partnered in launch of India Service Centre, created and established in-house photography capabilities, recommended equipment and software.

Work History

Freelance clients include: PGIM Investments, JP Morgan Private Bank, PFFK Design, PRSA Foundation, Hoboken Historical Museum (HHM) United Nations DESA <i>Graphic Designer</i>	New York Metro Area Feb. 2015 – present
Prudential Financial <i>Graphic Designer</i>	Newark, NJ 2012 – Jan. 2015
Freelance clients included: Prudential, MSKCC, PFFK Design, HHM <i>Graphic Designer</i>	New York Metro Area 2012
Prudential Investments <i>Graphic Designer</i>	Newark, NJ 2011
JP Morgan Private Bank <i>Production Supervisor</i>	New York, NY 2010
Freelance clients included: Prudential, UBS, PFFK Design <i>Graphic Designer</i>	New York Metro Area 2009 – 2010
UBS Wealth Management <i>Studio Manager</i>	Weehawken, NJ 2002 – 2009

Education and Training

Moore College of Art: 39 credits Philadelphia, PA
Continuing Education: NobleDesktop, SVA, Pratt Institute, Cooper Union New York, NY

Professional Memberships

AIGA, Center for Book Arts, Type Directors Club