

Summary / Skills

- Experience in design / layout, production, marketing, branding, project management, art directing, print, packaging, social media and web design
- Projects include: packaging, advertisements, marketing collateral, environmental design, trade show pieces (booth design, banners, posters, backdrops, etc.), catalogs, logos, presentations, stationary, flyers/brochures, corporate collateral, sales material, web and e-mail design, social media
- Knowledgeable in MAC and PC formats, Adobe (Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere), Microsoft Office, Keynote, Prezi, Sketch and various other programs
- Experience with HTML, CSS, Wordpress, and adjustable to new software
- Team player, self-reliant and adaptable in project changes, multi-tasker
- Meticulous, creative, dependable, organized, and efficient for deadlines

Experience

Publicis Sapient, El Segundo, CA / Designer – Jan 2021 – March 2021, Design Lead – March 2021 – Present

- Define the visual direction of a project to shape and position ideas for customer impact
- Identify and define new opportunities to bring value to financial client engagements
- Follow brand standards to design best visual communications for client needs on presentations, print materials and web assets
- Collaborating with strategists, copywriters, project managers, and designers to translate ideas into compelling designs
- Art direct multiple projects for various clients / Project management for multiple teams across US and India
- Onboard, train and establish new team members

Myself, Freelance Designer – 2015 – Present

- Design and layout of eBooks, PPTs and marketing/consulting materials for Schneider Electric
- Corporate marketing materials for Teleion Books Publishing
- Design and layout digital ads, emails, sales and marketing materials for medical products
- Concept, design, layout of social posts, marketing and sales materials for CPG companies
- Design and layout presentations, digital assets and sales materials for internet security, technology and automotive companies

Lenny & Larry's, Panorama City, CA / Sr. Designer – Feb 2018 – Sept 2020

- Concept/design packaging, tradeshow graphics, displays, marketing materials, presentations, web assets
- Assist development of new product packaging, execute projects from initial design, production and press
- Art direction (design/photoshoots), project management, supervision of junior designer and freelancers
- Content planning and execution for social media
- Food styling / prep, photography, motion graphics / video editing, photo manipulation for social media
- File asset management and creation / proof read projects / attend press checks / approve printer proofs

Nestlé USA, Glendale, CA / Freelance Sr. Designer – Oct 2012 – Feb 2018

- Design / layout wide range of corporate projects and brand projects, such as employee communications and events, SweetTarts, Butterfinger, Dolce Gusto, Coffee-mate, and Minor's
- Design marketing collateral, POS materials, ads, packaging, PowerPoints, environmental design, signage, print production, e-mails, html
- Collaborate with clients, proofread, print production, project management
- Work on multiple projects at once with various deadlines

OPI Products Inc., North Hollywood, CA / Presentation Designer – Jan 2012 – Oct 2012

- Design and layout PowerPoint, Keynote, and Prezi presentations

- Design product, educational, and marketing presentations
- Collaborate on pitch presentations for film/tv tie-ins such as Spider-Man, James Bond, and Modern Family
- Keep up-to-date with all new marketing collaborations and products

MTV Networks, New York, NY / Freelance Presentation Designer – July, Oct 2011

- Built, laid out and edited PowerPoint templates and Keynote presentations
- Ensured consistency standards and adhered to branding guidelines

Burson-Marsteller/Proof Integrated Comm, New York, NY / Freelance Design Consultant – Sep 2011

- Designed and laid out ad campaign pitch as a PowerPoint Presentation for Gillette
- Composed ad agency biography and case study document
- Researched photos and worked as main design specialist

The Partners, New York, NY / Freelance Presentation Designer – Aug 2011

- Built, laid out and edited PowerPoint presentations
- Ensured consistency standards
- Adhered to branding guidelines

Ogilvy Commonhealth Worldwide, New York, NY / Freelance Designer – Mar 2011 – June 2011

- Designed PowerPoint presentations and templates
- Layout and design of prescription drug monograph book
- Illustrated medical figures, tables and charts
- Adhered to branding guidelines and consistency standards

SanovaWorks, New York, NY / Design Lead – Oct 2010 – Feb 2011, Freelance Designer – Aug 2009 – Oct 2010

- Designed marketing brochures, flyers, banners, postcards, e-mails, web projects, and PowerPoints
- Designed monthly advertisements for several different brands
- Layout of monthly medical journal, directories, and booklets, created infographics, tables, and charts
- Designed tradeshow booths, panels, and posters, photo retouching / manipulation
- Followed projects from initial design stage through production and pre-press stage
- Managed multiple projects at a time for multiple departments, supervised interns

Goodheart-Willcox Publisher, Tinley Park, IL / Freelance Designer – June 2009 – Aug 2009,
Marketing Comm Coordinator – Apr 2007 – May 2009, Catalog Designer – Mar 2006 – Apr 2007

- Redesigned product catalogs, attractive flyers, brochures, presentations, banners, business cards, etc.
- Created new advertising campaigns and organized a high volume of contracts
- Collaborated on web site design, redesigned and managed e-mail marketing campaign
- Adhered to logo and branding guidelines as well as proofread body copy and pricing
- Attended press checks for catalogs and flyers, communicated with printers and vendors

Additional Experience

Majestic Star Casino, Gary, IN / Graphic Designer – Jan 2005 – Mar 2006

K. L. R. Property Management, Merrillville, IN / Sign Designer – Spring of 1999 – to June 2009

Valparaiso University Center for the Arts, Valparaiso, IN / Graphic Designer – Sep 2002 – to Oct 2004

One in a Million Boxing, Merrillville, IN / Freelance Designer – Mar 2003 – to 2007

R Sirko Design, Chesterton, IN / Freelance Assistant Designer – Nov 2004

Education

Valparaiso University, Valparaiso, Indiana

Bachelor of Science in Fine Arts Degree, Major: Fine Arts (with focus on Graphic Design)