

FREELANCE DESIGNER

RIVERVALE, NJ (Jan 2005 - Current)

Provide a wide range of identity and marketing solutions for start-ups, small businesses, and corporations for print and digital applications.

- Work with creative directors and project managers in creating marketing collaterals, social media and email campaigns from conception to production: Image retouching and clipping paths; create templates; edit, resize, reformat existing materials to fit new requirements; make supplied artwork production-ready and resolve any artwork issues that occur during production.
- Provide production expertise for event requirements: PPT presentations, collaterals, promos, table tents, large format printing, POP and soft signage, window graphics and more.
- Create and maintain client WordPress websites, perform on-page optimizations to maintain ongoing SEO site health, and provide Google ad services.

BRAND DESIGNER / PRINT PRODUCTION SPECIALIST

CITYMD | SUMMIT HEALTH, NEW YORK, NY (June 2013-December 2021)

Develop an internal brand book and style guide based on existing logos and designs. Manage print production for new site launches, ensuring consistent brand representation. Collaborate closely with vendors to brand over 100 site openings, procure in-store branding materials such as stationery, brochures, and promotional items, and oversee grand opening photoshoots. Partner with vendors to establish an online store for replenishment orders for effective inventory management.

- Execute a wide range of advertising, marketing, and social media materials; managed printing and/or other production specifications; inspects print proofs for accuracy and adherence to appropriate production standards.
- Create and maintain an internal Excel project tracker to keep projects on schedule; monitor replenishment promo order tracker for 150+ sites and provide support when needed.

DESIGN DIRECTOR

REED ELSEVIER, NEW YORK, NY (June 2001-July 2005)

Responsibilities include establishing, managing, and maintaining the company's visual identity; developed Corporate Identity StyleGuide, brand manual and maintained corporate brand guidelines; working cross-functionally with upper management and marketing to determine visual identity for internal and external design; and producing graphics for collateral and trade show identity, as well as re-branding the corporate company website.

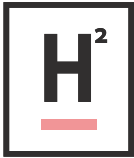
PROJECT MANAGER/SENIOR GRAPHIC DESIGNER

ELSEVIER SCIENCE INC., NEW YORK, NY (January 1997-June 2001)

Oversee and manage the production of all medical, science, computer, and math direct mail promotions for four different locations (NY, Oxford, Amsterdam and Lausanne).

- Work closely with DM managers to optimize the copy and design approval process and develop timetables and systems for all projects to meet deadlines. Review briefing documents and delegate projects to freelance copywriters and designers as needed.
- Create all graphics for Elsevier's marketing and exhibit materials, as well as promotional projects.
- Develop standards and template for all NY and Amsterdam Direct Mail promotions.
- Create web pages for e-marketing promotions and prepared artwork in accordance with web standards. Collaborate with the Print Production and Exhibits Departments to develop template designs and introduce new formats for non-designers to use in order to improve program cost and time efficiencies.

Continue on next page



SENIOR GRAPHIC DESIGNER

WG&L / RIA GROUP, NEW YORK, NY (March 1994-January 1997)

Responsibilities involved analyzing manuscripts to develop formats and visual layouts for all direct mail print communications (from rough comp to finished electronic mechanical). Produced yearly catalogs, promotional materials and advertisements.

- Interact with product managers and photographers in preparation for photo shoots
- Provide production assistance and technical support to designers in use of all software as well as monitoring computer hardware and software for Art Department
- Prepare trade show materials: Designed booth area, posters and pop-up table display

ART DIRECTOR 93'-94'/JUNIOR ART DIRECTOR 91'-93'

CHINNICI & ASSOCIATES INC., NEW YORK, NY (February 1991-March 1994)

Developed and presented concepts and formats for direct mail solicitations and direct mail collateral materials for Chase Manhattan Bank (One Chase & Portfolio Group).

- Execute projects through all stages of production for two senior art directors: designing, comping, typesetting in Quark XPress
- Art direct photography and paper stock selections as well as researching and purchasing of stock photography and illustration
- Approve mechanicals, blueprints, color keys and printing at press runs
- Mentor fellow creative team members and provide guidance to new hires on quality standards

CLIENTS

WEBSITE	KOREA MUSIC FOUNDATION, IGMCM, PREMIER HEALTH CENTER, NJKAPA, etc koreamusicfoundation.org, igmcmcompetition.com, gpeducationconsulting.com, thebimcompetition.com, ayudamujeres.org, alpineimplant.com, jparkmgmt.com, piggybackshop.com, lexingtonopticalexpress.com, elsevierfoundation.com, cosmicpong.com, premierhealthnj.com, carneliandevlopers.com, lenoxhillny.com
WEB PROMO	E-POST DIRECT
PACKAGING	MERGE, SK AMERICA, INC.
DM	McGRAW-HILL COMPANIES, CCH LEGAL SERVICES, EDE MEDICAL MANAGEMENT, INC
BOOK JACKET	RUSSELL SAGE FOUNDATION
FASHION	ITHEAWORKS (Fashion Technical Drawing)
CATALOGS	DESANTIS COMMUNICATION
MAGAZINE	TRADE KOREA
MISC	PRODUCTION GLUE, THE LANCET, LIVING HOPE CHURCH, PIGGYBACK SHOP, SHOPLY DIRECT

EDUCATION

PARSONS SCHOOL OF DESIGN New York, N.Y.
Bachelor of Fine Arts in Communication Design
UBA New York, N.Y.
Web Tools Certificate