

QUALIFICATIONS PROFILE

Highly creative and multitalented Graphic Designer with extensive marketing experience and a passion for art and design. Exceptional collaborative and interpersonal skills; dynamic team player. Experienced in client and vendor relations and negotiations. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

CREATIVE EXPERIENCE

designs for print

- publication design
- brochures and newsletters
- stationery and business cards
- posters and postcards
- invitations/save-the-date

photography & art

- color and black & white photography
- color correction and image enhancement
- creative direction and photo shoot management
- illustration and typography
- hand painting and crafting

web and multimedia

- web site interface design
- multimedia presentations
- cd label and cover design

marketing

- logo design
- advertising
- copy writing
- package design
- tradeshow graphics

SKILLS & ACCOMPLISHMENTS

- Proficient with MacIntosh and PC platforms using most up to date software such as QuarkXPress, Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver and the Microsoft Office suite (Word, Excel and Powerpoint).
- Direct mail campaign for North Florida Christian School won bronze medal from The Admissions Marketing Report's 23rd Annual Admissions Advertising Awards. (Art directed by Cherry+Company)
- Completely redesigned and implemented Arthur Rutenberg Homes' corporate website within 3 months with no prior web design experience.
- Arthur Rutenberg Homes' Employee of the Month October '04.
- Experienced working with printers, service bureaus, and other service providers.
- Positive and "can do" attitude in the face of multiple projects and tight deadlines.

PROFESSIONAL EXPERIENCE

Freelance Artist/Designer

Work with clients to conceptualize, design and produce quality printed materials such as corporate identity packages, brochures and advertising. Generate comps when necessary and prepare files for electronic output and coordinate projects with vendors for a wide variety of output requirements.

Art Director / Brand Manager

Cherry and Company
Seminole, Florida ■ January 2008 - October 2008
Generated effective visual branding for clients. This included creating/improving the look and feel of brochures, advertisements, catalogs, direct mail pieces, logos, packaging and web sites in addition to developing presentations, support materials, related products, and/or promotions.

PROFESSIONAL EXPERIENCE (continued)

Graphic Designer

Arthur Rutenberg Homes Corporate Offices
Clearwater, Florida ■ September 2003 - January 2008
Design and produce marketing and sales collateral for luxury home builder. Responsible for design and maintenance of graphic assets for the newly redesigned corporate website. Direct photo shoots and color/image correct to enhance product photography.

Senior Graphic Designer

Intertape Polymer Group Corporate Offices
Bradenton, Florida ■ September 2000 - June 2003
Conceptualized, designed and produced advertising, corporate communication materials, PowerPoint presentations, marketing collateral, packaging, trade show graphics and presentations for both retail and industrial tape markets.

Senior Graphic Designer

Worldwide Sport Nutrition, Inc.
Largo, Florida ■ August 1999 - June 2000
Worked to conceptualize, copy write, design and produce advertising for major fitness and bodybuilding magazines. Also designed and created packaging, marketing collateral, trade show graphics and presentations. Assisted in directing, reviewing, and proofing other designers in concept, layout and production.

EDUCATION

Attended night school at Northeastern University while working full time, studying courses in Graphic Design and Visual Communication.

Graduated with a certificate in Commercial Art from Minuteman Regional Vocational Technical High School in Lexington, MA. Associated courses of study included Commercial Art Related Theory, Fine Arts and Photography.