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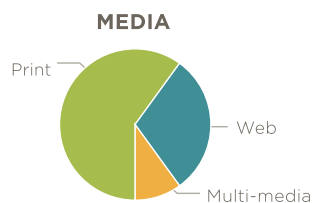
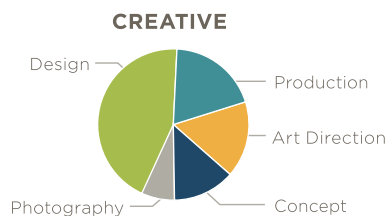
Are you looking for a “Jack-of-all-trades” design professional with real experience, an old-school work ethic and integrity?

ABOUT ME

My life's passion is expressing myself creatively and exploring new creative outlets. Whether I'm creating a shop concept for 20 feet of retail space, designing a logo or developing the color pallet for my next art or craft project, I'm doing what I love. I'm a seasoned design professional with an extensive toolkit, a keen focus on art direction and substantial expertise in print production.

My role within an organization is to create compelling and dynamic concepts then bring those ideas to life by utilizing my skills set and the tools available. My goal is to balance design, type and color theory with current trends to create an impactful visual message while maintaining the brand.

EXPERIENCE BREAKDOWN



CREATIVE BACKGROUND

- Logos and branding
- Publication design and production
- Retail packaging, Point-of-Sale and merchandising
- Corporate communications and annual reports
- Tradeshaw booth graphics
- Presentations and multi-media
- Website and user-interface
- Landing pages and web forms
- Copywriting (short form)
- Email marketing

SUCCESS STORIES

- Developed packaging for new OttLite products to be sold at club stores. Costco's test clubs sold out in less than one week. Subsequently, the product launched worldwide selling at 200% over projections.
- Developed 4-color retail box for tricky-to-explain product that effectively and dynamically communicated its unique properties. Costco's test clubs sold out in less than two weeks (more than 300% over projection) resulting in a global launch.
- Redesigned and launched Arthur Rutenberg Homes' website in 3 months with no prior web experience.

INDUSTRY EXPERIENCE

- In-house graphic departments for large and small print shops
- In-house marketing for a consumer lighting/electronics company, a sport nutrition company and a luxury homebuilder
- Art Director and Brand Manager for advertising agency

EDUCATION

Northeastern University
Boston, Massachusetts
Graphic Design & Visual Communication

Minuteman Regional Vocational
Lexington, Massachusetts
Certificate in Commercial Art

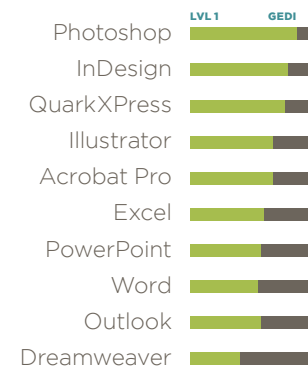
STRENGTHS

- Graphic design and art direction
- Production for offset and digital printing
- Photo retouching, color correction, enhancing and restoration
- Technically-savvy
- Learning new tools and technologies

SKILLS

- Digital photography, shoot planning, art direction and merchandising
- Print relationships and press checks
- WordPress, Blogger, some HTML, and CSS
- Mock-ups and comps, large format printers, dry-mounting
- Mac and PC proficient

SOFTWARE PROFICIENCY



RECOMMENDATIONS

“Her **ATTENTION TO DETAILS** and package design experience makes her the one to have on-board or lead your creative team to success.”

“Very **CREATIVE**, a **DILIGENT** worker, and a joy to have in the company.”

“Great **TEAM PLAYER!**”

“She brought a **CREATIVE SPIRIT** to every project”

WORK EXPERIENCE

OttLite Technologies, Inc. – Tampa, Florida
(November 2009 – May 2015)

Manager of Merchandising & Creative Services
(March 2013 – May 2015)

Managed and produced creative concepts, designs and artwork for all corporate communication, sales collateral, marketing materials and retail packaging of globally distributed consumer lighting and electronics brand with over 200 products. Primary focus on brand development and consistency.

Other responsibilities included:

- **Photographer** – Evaluated new products then established shot lists, merchandising and casting for images as required. Planned, directed, set lighting and photographed products then retouched and enhanced final images as needed.
- **Web Specialist** – Developed, designed and executed/produced marketing emails and online product catalogs. Maintained contact lists and generated reports of sales and customer data.

Senior Designer

(September 2010 – March 2013)

- Conceived, designed and created retail packaging, merchandising, sales materials, advertising, presentation and web graphics that creatively and consistently reflected the OttLite's brand identity
- Assisted in planning and art directing photo shoots
- Image correction and retouching of product photography

Graphic Designer

November 2009 – September 2010

- Created on-brand packaging designs and mock-ups for all products
- Image correction and retouching of product photography
- Generated graphic designs and illustrations for marketing and/or sales
- Produced final print ready files

Cherry and Company – Seminole, Florida

Art Director / Brand Manager

January 2008 – October 2008

- **Brand Management** – Responsible to ensure that a project falls within the established client standards. Intimately involved in the initial creation of a client's graphic standards.
- **Design and Production** – Design "from scratch," designing within a brand, as well as finalizing designs, mechanicalizing and preparing files to print
- **Photo Art Direction** – Assisted in management, scheduling and art direction of photo shoots

ADDITIONAL GRAPHIC DESIGN EXPERIENCE

- **Arthur Rutenberg Homes** – Largo, Florida (September 2003 - January 2008)
- **Intertape Polymer Group** – Bradenton, Florida (September 2000 - June 2003)
- **Worldwide Sport Nutrition** – Largo, Florida (August 1999 - June 2000)
- **Precision Systems, Inc.** – Largo, Florida (February 1999 - July 1999)
- **Hillsboro Printing** – Tampa, Florida (May 1996 - January 1999)
- **Town & Country Reprographics** – Concord, New Hampshire (January 1995 - March 1996)
- **Scully Signal Company** – Wilmington, Massachusetts (March 1994 - January 1995)

References available upon request