

## PROFESSIONAL SUMMARY

Specializing in creative solutions for print and web media with the knowledge to see projects from beginning to end.

## SKILLS:

- ◆ Prepress and print production
- ◆ Editorial knowledge
- ◆ Purchasing and budgeting of stock photography
- ◆ CME Medical Experience (Oncology)
- ◆ Web server & FTP file management
- ◆ Interface design with usability testing
- ◆ Knowledge of HTML and Action scripting
- ◆ Ability to work independently and cooperatively
- ◆ Maintain web banners for various websites
- ◆ Experience in CMYK and spot color printing.
- ◆ Manage email marketing strategies
- ◆ Team leadership ability
- ◆ Excellent researching skills
- ◆ Able to work well under tight deadlines

## SOFTWARE LITERACY:

InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat Professional, Dreamweaver, GoLive, Flash, Director, Font Reserve, FlightCheck Professional, Microsoft FrontPage, Microsoft Office 2008, Articulate Presenter, Articulate QuizMaker, Strata 3D, RegOnline Interface, MAC/PC

## EXPERIENCE:

### *Creo Healthcare Communications (June 2003—Present)*

Graphic Designer, Branchburg, NJ

- ◆ Involved in projects from concept to point of production.
- ◆ Brochure, multi-page workbooks (with saddle stitch and double wire-o binding), CD-ROM labels (silkscreen and offset), Interactive CD-ROM interface design, online interactive Articulate presentations, posters and other meeting materials (tent cards, name tags, binders), email marketing, flash web banners.
- ◆ Independently developed email marketing campaign that increased member registration 20%.
- ◆ Trained staff to create interactive flash based interfaces and HTML email blast.
- ◆ Digital illustration included in several pieces for various clients including Bristol-Myers Squibb, Genentech, Novartis, Ortho Biotech, Sanofi-Aventis, and Roche Medical.
- ◆ In-house technical guru who solved a number of prepress and minor computer issues.
- ◆ Design layout and style sheets, photo scanning, and illustrations to be sized and placed within layouts.
- ◆ Research for various projects and forms of oncology treatment.
- ◆ Developed step-by-step design tutorials for other designers to improve efficiency and consistency.
- ◆ Created multi-page PDFs along with hand comps for client approval.

### *Freelance Designer (2000—Present)*

Philadelphia, PA

- ◆ Screen print t-shirts and other promotional items
- ◆ Event ticket designs
- ◆ Flyer and poster design
- ◆ Probono work for various non-profits and charities

## EDUCATION:

*Art Institute of Philadelphia, Philadelphia, PA*, Bachelors in Science—Graphic Design (June 2007)

Summa Cum Laude, Dean's List each semester

*Virginia Western Community College, Roanoke, VA*, Associates in Science—Graphic Design (June 2003)

Magna Cum Laude

*Arnold R. Burton Technology Center, Salem, VA*, 2 year Graphic Design program (June 2001)

## NOTABLE RECOGNITIONS:

Poster displayed for Benjamin Franklin's 300<sup>th</sup> Birthday Celebration

National Constitution Center, Philadelphia, PA (December 2005–January 2006)

Art Institute of Philadelphia Best of Quarter Award (Exemplary work judged by the graphic design faculty)

Nominated 13 times, Awarded for Fall 2006 Quarter—Editorial Design.