

SOFTWARE

HTML5, CSS3, Flash,
Dreamweaver,
InDesign, Illustrator,
Photoshop

STRENGTHS

Web Graphics
Digital Banners
Website Design
Advertising
Direct Mail
Marketing
Packaging
Signage

SUMMARY

Innovative and versatile designer with over 9 years industry experience. A detail-oriented professional with outstanding organizational and multitasking skills and a reputation for meeting deadlines in a fast-paced environment. Bilingual (English/Spanish)

EDUCATION

BFA
Digital Arts&Design
Long Island University,
C.W. Post Campus
January 2005

American
Graphics Institute
Dreamweaver/
Creating & Managing
Websites
September 2013

Noble Desktop
Adobe Flash CS5/
Interactivity for
Banners & Websites
May 2012

Noble Desktop
Adobe Flash CS5/
Animation and
Interactivity
May 2011

EXPERIENCE**Multimedia Production Artist, Macy's, Inc.****June 2011-Present**

- Service all facets of advertising and marketing for Macy's brands in a high volume production environment. Brands including but not limited to Martha Stewart, Hotel Collection, and American Rag.
- Handle production of all things digital, ie. static and animated banners, multimedia, websites, digital lookbooks, and mobile/tablet assets.
- Create supportive web materials.
- Responsible for translating approved InDesign layouts to website format. Adapting Nevo slider and other templates as necessary by modifying HTML and CSS coding. Responsible for testing, uploading, and announcing when site is live.
- Assist art directors and designers on execution of design concepts in a wide variety of interactive projects including homepages, landing pages, and banner ad enhancements.
- Responsible for organizing and updating the downloadable digital logo library and managing library assets. Ensuring that logos and image elements are available for web, digital purposes, and other collateral needs.

Award: Make Magic Innovation & Ideas Award

- Received for in-house banner production project: Conceptualizing and implementing the integration of print to digital media in the production department.
- Developed Flash training program to facilitate online ad creation.
- Launched the web-to-market initiative in production by utilizing flash and digital production for mobile, web, and tablet media.

Print Production Artist, Macy's, Inc.**June 2006-June 2011**

- Develop and produce marketing collateral, such as in-store signage, brand guides, advertisements, brochures, direct mail, and press events.
- Collaborate closely with art directors, communications, merchants, and marketing on translating private brands' aesthetic on printed media.
- Educate new hires in the traffic, print, and direct mail departments.
- Complete mechanicals, comps, mock-ups, packaging, and presentation boards.

Graphic Designer, Graphic Details, Inc.**May 2005-May 2006**

- Developed and executed concepts and original creative design solutions for a variety of projects, including catalogs, brochures, letterhead, hang tags, media kits, and pharmaceutical labels.
- Modify existing customer artwork and design custom graphics based on customer direction.
- Produced and prepared digital art files for final release to print and gained a full understanding of pre-press and production processes.

FREELANCE**Packaging Production Designer, Rouge 24 Creative Agency****June 2013-Present**

- Design and layout food packaging according to brand and legal approvals.
- Service brands including but not limited to Wal Mart, Sam's Club, Daily Chef and Member's Mark.
- Responsible for making graphic and text revisions, updating content, building labels, trays for pallets and mock-ups.

Graphic Designer, Ultimate Athlete Magazine**June 2013-September 2013**

- Contribute and work on magazine in all aspects of editorial design, production, and development.

Graphic Designer, Asya Blue Design**May 2004-February 2007**

- Created and produced digital collaged images to address set goals for client's website, and ensured it's visual layout and copy was correct and accurate.
- Built, maintained, and implemented a variety of printed pieces such as logos, magazines, and illustrations.