

DESIGN:

- Designed and created websites using Dreamweaver, HTML, CSS and JavaScript.
- Re-designed marketing collateral for a wholesale company – brochure, flyers, catalogs, catalog covers.
- Assisted with a packaging redesign of two private label brands (Toys R Us and Play On).
- Designed marketing inserts for an invoice company in fast-paced, deadlines-oriented environment.
- Designed logos, banners, posters, sponsorship publicity and restaurant promotions for digital printer.
- Researched clients and created design briefs before starting creative process for freelance projects.

BRAND IDENTITY:

- Re-branded a local business creating a new logo, marketing collateral, packaging and style guide.
- Created CD promotional packaging for a local salon to match their current brand identity.
- Reviewed new artwork to ensure brand integrity for Fast Lane, and Just Like Home packaging projects.
- Responsible for design and brand identity of multiple packaging projects for Mars' Petcare and Uncle Bens.

IMAGING:

- Created images and banners for websites to ensure quick load time with optimum quality.
- Assisted with model and product photo shoots and image selection for packaging needs at Toys R Us.
- Color corrected and re-touched images for final print production for several different companies.
- Supervised a press run to ensure the color and press quality of a thousand-page catalog.

PRODUCTION:

- Responsible for all stages of production and pre-press for 16 quarterly flyers and three biannual catalogs.
- Successfully collaborated with the printer to guarantee excellent results.
- Revised package layouts for FAO Schwarz.
- Created die lines from mock up for temporary use.
- Pre-press for direct mailers. Checked all bleeds, images and copy to ensure quality of the final product.
- Prepared files for large format ink-jet printers.

MANAGEMENT:

- Controlled the accuracy, consistency and trafficking of the workflow in a deadline driven environment.
- Created and enforced production schedule quarterly. Re-prioritized projects, to guarantee time lines.
- Managed Fast Lane, and Just Like Home packaging projects.
- Communicated and documented instructions and revisions effectively to third party production team.
- Managed a team of 6 Production Artists and a Copy Editor to ensure quality, and timeliness of publications.
- Assisted with staff changes to complete a large project for client. Interviewed and trained new hires.

BUSINESS HISTORY:

- Web Designer – Florham Park Township, NJ – freelance 2012
- Web Designer – Studio10, Florham Park, NJ – freelance 2011
- Packaging Consultant – Toys R Us in Wayne, NJ – freelance for The Creative Group, 2009
- Account Coordinator – Packaging Production – Anthem Worldwide, Mount Olive, NJ, 2008–2009
- Production Artist – Toys R Us in Wayne, NJ – freelance for The Creative Group, 2007–2008
- Production Manager (promoted to) – ActionEmco, North Bergen, NJ, 2005–2007
- Production Artist – ActionEmco, North Bergen, NJ, 2004–2005
- Production Artist / Graphic Designer – MediaGraphics, Nutley, NJ, 2002–2004
- Graphic Designer – OSG Billing Services, Englewood, NJ – freelance for The Creative Group, 2001

EDUCATION:

- Web Design (Certificate Program) – Sessions College for Professional Design – Online, 2012
- Graphic Design (AS) – Art Institute Online – 2010
- Digital Design (Continuing Education) – Parsons School of Art & Design – New York, NY, 2000
- Art History (BA) – Rutgers University – New Brunswick, NJ, 1999

COMPUTER SKILLS:

- Excellent in Dreamweaver, Photoshop, Illustrator, Flash, Quark XPress
- Proficient in HTML, CSS, JavaScript, InDesign, Fireworks, Acrobat.