

SUMMARY Interactive Designer with 12+ years of hands on integrated design experience. Throughout time, I've designed brand identities, retail environments / displays, websites, e-mail campaigns, online banners and printed collaterals for a variety of clients within the lifestyle / fashion and entertainment industries. Additionally, my solid post-production capabilities range from photo compositing and retouching to video editing and animated motion graphics. I work highly proficiently in the Adobe Creative Suite, HTML5, CSS3 and well-versed in taking deliverables from concept through production.

TECHNICAL QUALIFICATIONS	Adobe Dreamweaver	Desktop Publishing	Company Branding	Bootstrap
	Adobe Photoshop	Photography	Logo Design	HTML5
	Adobe Illustrator	Lithograph Printing	Marketing Resources	CSS3
	Adobe Premier	eCommerce	Creative Supervision	JQuery
	Adobe After Effects	Packaging Design	Department Management	

AGENCY EXPERIENCE **Affinity Solutions** **2016- 2017**

Senior Graphic Designer

- Lead concept design, ideation, and research
- Produced design templates to be reused for consistent accuracy
- Generated interactive designs by utilizing specific brand specifications
- Ruthlessly tested and proofread work for quality assurance
- Improved methods and procedures with efficient time management and work flow

AdSpace Ink **2015**

Senior Graphic Designer

- Conceptualized and implemented design solutions that met marketing strategies from concept to completion
- Led projects and supervised Intermediate and Junior Designers in creating concepts, mock-ups, layouts, story boards, interfaces, finished motion graphics, final print and digital files.
- Managed projects and work-flow of the Art Department, not just the production of specific pieces
- Collaborated with high-level executives and clients to support their campaigns and initiatives.
- Demonstrated ability to motivate as well as hold team members accountable for meeting deadlines
- Assured that team members were gaining knowledge of printing procedures, photography, illustration and motion graphics

Attention **2014**

Graphic Designer

- Collaborated with team members to create and organize social media campaigns
- Created digital assets for various brands
- Photographed products, in a studio setting, to be used for digital campaigns

WORK EXPERIENCE **Sell It Social** **2013**

Web Designer

- Designed and coded email blasts and digital banners to support eCommerce marketing campaigns
- Generated HTML / CSS3 designs for live static pages

Vida Shoes International **2011- 2013**

Graphic Designer

- Rolled out licensed logos and full interactive campaigns
- Up kept eCommerce sites functionality
- Rendered high resolution composites for full color print ads and web publications
- Conceptualized multiple site layouts to optimize revenue

Colin Brennan **2010- 2011**

Photographer's Assistant, Retoucher

- Assisted NYC based photographer in studio and off-site
- Setup and broke down equipment
- Managed raw files

Antonio Ansaldo Clothing Company **2004- 2010**

Senior Graphic Designer, E-Commerce Web Developer, Retail Store Manager

- Built an eCommerce website by using Amazon platform
- Assembled all company assets including merchandise, environmental graphics and promotional collateral
- Controlled and processed online inventory (UI) and the flagship retail store inventory (POS)
- Assembled in-store merchandising
- Met monthly store volume
- Maintained celebrity relationships to further product placement

NOTABLE CLIENTS INCLUDE	Berklee School of Music	Dr Jay's	Lee Jeans	The Source Magazine
	Christopher Chaun	DTLR	Mission Athletic	TraxNYC
	City of Boston	FootLocker, Inc	SpikeTV	
	Def Jam Records	Kensie	Stop Handgun Violence	