



## Career Summary

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Over 10 years of experience working in agencies, corporate environments, non-profits and as an independant graphic design contractor. My career began in Buffalo, NY where I worked as a graphic artist until relocating to the Washington, DC area in 1998. It was there that my career excelled to high-end, quality design, working for communications groups and government agencies. In 2004, I left the corporate world to pursue life as an independant contractor, and created dc deziner, a small graphic design business from my home, which inspired me to leave the big city to work and live in paradise, here in St. Petersburg, Florida.

## Work Ethic

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Creativity is what I live for. Perfection is what I strive for. From concept to completion, I can ensure quality results. Enthusiasm and dedication to each and every client's needs enable me to work productively and efficiently within budgets and time-lines. I work very well with a team or independently, and have positive relationships with colleagues, vendors and clients. I work with integrity, take great pride in my work and love what I do.

## Skills & Capabilities

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- Experienced and versatile in both MAC and PC environments
- Highly efficient and experienced using Adobe Creative Suite
- Provide training in Adobe Creative Suite
- Specialize in print design, logos and branding
- Effective web design and developing skills
- Skilled in photo retouching
- Copy writing and editing capabilities
- Marketing & promotions experience
- Event campaign coordinating & design
- Highly knowledgeable in print production
- A conceptual, creative thinker
- Detail oriented and perfection driven
- Effective communication skills
- Productive and organized
- Disciplined in meeting deadlines
- Ability to manage and supervise others effectively

## Relevant Software

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Proficient on both Mac and PC platforms

Adobe Creative Suite (CS3)

- InDesign
- Illustrator
- Photoshop
- Image Ready
- Dreamweaver
- Fireworks
- Acrobat

Quark XPress

Microsoft Powerpoint & Word

## Education

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**Buffalo State College**

Buffalo, NY

Major: Advertising Design

Bachelors Degree 1990

**Villa Maria College**

Buffalo, NY

Fine Arts and Photography

1983 - 1985

**B.O.C.E.S. Occupational Center**

West Seneca, NY

Commercial Art

1981 - 1983

## National Awards

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**2004 Polly Awards**

- National print campaign: Sodexho

**2003 SIAA-Service Industry Awards**

- Pocket folder brochure design: Sodexho
- Print ad campaign: Sodexho

**2003 National Latino Marketing Awards**

- Logo design: LCAT
- Educational book series: DOE "Helping Your Child"

**1999 A.C.E Awards - Buffalo, NY**

- Billboards - Print ads - Logo design



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## Professional Experience

**dc deziner • St. Petersburg, FL**

**Independent Design Consultant • May 2004 – present**

As a graphic design contractor, I successfully manage all projects, budgets and time-lines while providing clients with innovative, creative solutions and a fabulous final product. Work is primarily print creative and website design, and specialize in logo design and branding. Also skilled in photo retouching, and provide Adobe training. Client list includes:

- Alumacar • America Online • Artistic Staging & Design
- Cryotherm • Divine Finds • Enviromatix • Fintech Africa
- First Unity Church • Foundation Partners • Gym Works
- Great American Art • HR Pro Shop • Hersh Marketing
- Ignition Pilates • Life Coaching Institute • The Magic Zoo
- Nepal on Foot • NHTSA • Paper Presence • Polar Pitcher
- The Media Network • Telemundo • Titan Management
- Six Points Media • Unity Now Online • Wings Bookstore

**Unity Campus • St. Petersburg, FL**

**Graphic Designer • May 2008 – present**

Part time position designing print creative materials, website content, banners and articles for both First Unity Church and Wings Bookstore. Manage a marketing team of volunteers for promote workshops and events.

**Integrity Advertising & Marketing • St. Petersburg, FL**

**Art Director • June 2007 – September 2008**

Recruited as an Art Director to help launch this new company specializing in product development and sales. Responsible for designing and overseeing all creative work & contractors, from print to web design, beginning with a new logo design, branding guidelines and internal marketing materials necessary to launch the company and gain new business.

**ZGS Communications • Arlington, VA**

**Senior Graphic Designer • May 2001 – May 2004**

Solo graphic designer responsible for conceptual design and print production of publications for government and non-profit clients; produced multi-media art for web and TV; directed photoshoots and assisted with video production; developed PSA campaigns. Recruited and supervised contractors, attended press checks; maintained graphics studio and equipment including 3 Macs and hi-end printers; assisted executive team with scheduling and budgeting projects, preparing proposals and quotes.

**America Online (AOL) • Dulles, VA**

**Graphic Web Designer • January 2000 – January 2001**

Began as a temporary position and led to full time web design involving page layout, banner ads and graphic treatments throughout AOL local channels and for digitalcity.com. Created and managed a new image resource library and further developed html skills. Following a layoff, I was recruited as a contractor to design direct mail packaging for both latino and general markets.

**KSA Group • Arlington, VA**

**Graphic Designer • July 1999 – January 2000**

Relocated from Buffalo, NY to accept this designer position in Arlington, Virginia. It was here that I gained valuable experience designing and producing publications for the world of non-profit and government clients.

**Crowley Webb & Associates • Buffalo, NY**

**Graphic Artist • January 1998 – July 1999**

An award-winning agency where I assisted art directors with layout, production and presentation of print and web projects for local and national ad campaigns. Prepared portfolios and artwork for presentation and awards shows.

**Ahold USA • Buffalo, NY**

**Graphic Artist • March 1994 – January 1998**

Layout and production of store ads, signs, weekly ads and promotional material for Tops Markets, Inc., Vix and Wilson Farms stores. Assisted in product photo shoots and product photo retouching.