

FREELANCE DESIGNER

RIVERVALE, NJ (2022 - Current)

Provide a wide range of identity and marketing solutions for start-ups, small businesses, and corporations for print and digital applications.

- Work with creative directors and project managers in creating marketing collaterals, social media and email campaigns from conception to production: Image retouching and clipping paths; create templates; edit, resize, reformat existing materials to fit new requirements; make supplied artwork production-ready and resolve any artwork issues that occur during production.
- Provide production expertise for event requirements: PPT presentations, collaterals, promos, table tents, large format printing, POP and soft signage, window graphics and more.
- Create and maintain client WordPress websites, perform on-page optimizations to maintain ongoing SEO site health, and provide Google ad services.

BRAND DESIGNER / PRINT PRODUCTION SPECIALIST

CITYMD | SUMMIT HEALTH, NEW YORK, NY (June 2013-December 2021)

Develop an internal brand book and style guide based on existing logos and designs. Manage print production for new site launches, ensuring consistent brand representation. Collaborate closely with vendors to brand over 100 site openings, procure in-store branding materials such as stationery, brochures, and promotional items, and oversee grand opening photoshoots. Partner with vendors to establish an online store for replenishment orders for effective inventory management.

- Execute a wide range of advertising, marketing, and social media materials; managed printing and/or other production specifications; inspects print proofs for accuracy and adherence to appropriate production standards.
- Create and maintain an internal Excel project tracker to keep projects on schedule; monitor replenishment promo order tracker for 150+ sites and provide support when needed.

DESIGN DIRECTOR

REED ELSEVIER, NEW YORK, NY (June 2001-July 2005)

Responsibilities included establishing, managing, and maintaining the company's visual identity; developing Corporate Identity StyleGuide, brand manual and maintaining corporate brand guidelines on an ongoing basis; working cross-functionally with upper management and marketing to determine visual identity for internal and external design; and producing graphics for collateral and trade show identity, and helping re-brand the corporate company website.

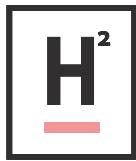
PROJECT MANAGER/SENIOR GRAPHIC DESIGNER

ELSEVIER SCIENCE INC., NEW YORK, NY (January 2000-June 2001)

Oversee and manage the production of all medical, science, computer, and math direct mail promotions for four different locations (NY, Oxford, Amsterdam and Lausanne).

- Work closely with DM managers to optimize the copy and design approval process and develop timetables and systems for all projects to meet deadlines. Review briefing documents and delegate projects to freelance copywriters and designers as needed.
- Create all graphics for Elsevier's marketing and exhibit materials, as well as promotional projects.
- Develop standards and template for all NY and Amsterdam Direct Mail promotions.
- Create web pages for e-marketing promotions and prepared artwork in accordance with web standards. Collaborate with the Print Production and Exhibits Departments to develop template designs and introduce new formats for non-designers to use in order to improve program cost and time efficiencies.

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CLIENTS

WEBSITE	NEXBIOHEALTH, HELENA WIGS, KOREA MUSIC FOUNDATION, IGM, BIMC nexbiohealth.org, helenawigs.com, alpineimplant.com, igmcompetition.com, koreamusicfoundation.org, gpeducationconsulting.com, ayudamujeres.org, thebimcompetition.com, jparkmgmt.com, lexingtonopticalexpress.com, piggybagshop.com, cosmicpong.com, rosasoonjaepark.com, katekim.com, elsevierfoundation.com, premierhealthnj.com, carneliandevelopers.com
DESIGN/PRODUCTION	HYDRAFACIAL, PRODUCTIONGLUE
PUBLISHING	WG&L, RIA GROUP, THE LANCET, ELSEVIER SCIENCE
DM	McGRAW-HILL COMPANIES, CHASE, CCH LEGAL SERVICES,
BOOK JACKET	RUSSELL SAGE FOUNDATION
MAGAZINE	NEXUS HEALTH MEDIA, TRADE KOREA

TECHNICAL SKILLS	DESIGN SKILLS	PROJECT MANAGEMENT	PERSONAL ATTRIBUTES
Illustrator	Graphic Design	Monday.com	Organized
Photoshop	Typography	Airtable	Fast Learner
InDesign	Art Direction	Asana	Communicative
After Effect	Print Production	Slack	Skilled
Wordpress	Photo Editing		Independent
Wix	Concept		Open Minded
Shopify	Development		Problem Solver
Squarespace	Brand Identity		Quick Turnarounds
Goggle Ads	Design Research		Scrupulous
Mailchimp			
Constant Contact			

EDUCATION

PARSONS SCHOOL OF DESIGN New York, N.Y.
Bachelor of Fine Arts in Communication Design

UBA New York, N.Y.
Web Tools Certificate