

Summary of Qualifications

Results-oriented Web/Graphic Designer with extensive experience creating web layouts and graphics for diverse companies and clients. Strong sense of design with proven ability to create effective online and offline marketing collateral including profitable email program, search engine website and various multimedia assets. Excellent communication and organization skills with ability to thrive independently and collaboratively in deadline-driven environments.

Core Competencies

- Web Design
- Responsive Web Design
- Graphic Design
- SEO
- Flash Animation
- Marketing Collateral
- Illustration
- Photography Retouching
- Logos
- Color Matching
- Video Editing
- Textile Design
- Pre-press Functions
- Color Correction
- Digital Printing
- Troubleshooting
- Collaboration
- Magazine Ad Development

Computer Skills

- HTML
- CSS3
- jQuery
- Dreamweaver CS5.5
- Photoshop CS5.5
- Illustrator CS5.5
- InDesign CS5.5
- Flash CS5.5
- WordPress
- Macromedia Director
- QuarkXpress
- Adobe Acrobat
- Word
- Power Point
- Excel

Professional Experience

Publishers Clearing House, Port Washington, New York • 2012-Present

A multi-channel direct marketer

Web Designer

- Responsible for conception, development and execution of daily emails for highly-profitable marketing program reaching over four million consumers weekly.
- Design templates, logos, ad banners, responsive emails, branding creative, marketing materials, graphics and web design for PCH properties.
- Work in conjunction with internal departments to design engaging creative for PCH search engine website including daily homepage skin and informational pages.
- Collaborate with Online Creative Director, Head Web Designers, Copywriters, Product Managers and Marketing Directors to create optimal multimedia assets.
- Create test packages and review results to help maximize revenue stream.

Alpina Copy World, Incorporated, New York, New York • 2008-2012

A full service graphics and printing enterprise.

Graphic/Web Designer

Develop graphic and web designs for a variety of clients, including Arts, Media and Publishing enterprises. Create banners, posters, logos, brochures, magazine ads and promotional collateral. Perform photography retouching and color correction, utilizing Photoshop.

- Developed new business with innovative promotional ideas for the company.
- Transformed client needs and vision into highly successful graphic designs.
- Executed pre-press functions and facilitated job printing.

Professional Experience

LB Graph-X, New York, New York • 2007-2008

A full service printing firm.

Production Designer

Collaborated with pressmen/pre-press team troubleshooting jobs, preparing for printing, ensuring client satisfaction.

- Decreased paper waste by ensuring quality of pre-press functions.
- Provided color correction for graphic work and photography in preflight phase of operation.
- Facilitated pre-run job evaluation with digital prints.

American Art Rug, Naples, Florida • 2005-2007

A design company specializing in custom area rug design.

Graphic Designer

Initiated creative designs for custom-made rugs. Identified color matches for designs in alignment with client choices from sample material. Achieved high rate of customer satisfaction.

Health Center for Better Living, Naples, Florida • 2005-2007

Producer of alternative health care products.

Graphic Designer

Directed graphic functions, including designs for company stationary, corporate branding, brochures, logos and labels for this pharmaceutical company. Performed photo retouching and manipulation functions.

- Increased sales with production of highly effective magazine advertisement and direct mail marketing collateral.

Alpina Color Graphics, New York, New York • 2000-2005

A full service printing and prepress facility.

Graphic Technician

Provided technical expertise in computer to plate department. Conducted preflight and troubleshooting for print job prepress operations. Collaborated with pressmen for the entire printing cycle. Designed content for publication.

- Evaluated all work, ensuring quality and readiness to be run on the company's Heidelberg digital press.
- Trapped files precisely in preparation for transfer to printing plate.
- Executed color correction, silhouetting and retouching of digital files, drawing vector paths from selected line arts and logos.

Education

Associate of Art in Web Design and Interactive Media

The Art Institute of Pittsburgh, Pittsburgh, PA

Graphic Design and Pre-Press Technician

Las Mercedes, Bogota, Colombia