

SUMMARY

I am a well-rounded designer, enthusiastic and production-oriented, with a long history in graphic and digital design and an abundant body of work. A high-achieving, award-winning team leader, I am a self-starter, a quick study, and I excel where exceptional organization and independent decision making are required. I deliver creative results, strong in design concept. My long work experience and creative talent give my campaign artwork the edge needed to ensure lasting impressions.

Recognized for:

- **Providing innovative customer facing solutions** from concept through production, that exceed team and customer expectations.
- **Collaborating and sharing** creative ideas, tools and techniques to help implement projects with team members.
- **Delivering and maintaining** corporate identity to ensure design consistency and brand integration across all media.
- **Exceptional leadership** on projects through initiative, self-direction, and close attention to time constraints, while always striving to stay on top of technology and the newest tools.

APPLICATION PROFICIENCY

Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe FireWorks CC, Balsamiq, Axure, Adobe Premiere Pro CC, Adobe Dreamweaver CC, Adobe Edge Animate CC, Adobe Flash Professional, Adobe After Effects CC, Quark Express, MS Office Suite, Audacity, Heatmap.me, TextPad Editor, Bootstrap, Font Awesome

EXPERIENCE

Innovative Control Systems, Inc. (ICS) | Wind Gap, PA | 2013 – Present

Digital, Graphic, & Web Designer

Serve as lead designer in UI (user interface) application development. Ensure consistency and successful brand/identity development across all digital marketing media. Improve all digital and communication material, drive SEO development, and develop and maintain visibility in social media. As lead digital designer, created and developed a new responsive website and an eCommerce online store.

Professional Independent Contractor | Allentown, PA | 1989 – Present

Freelance Graphic & Multimedia Designer

Expertise includes hands-on design (from concept through completion), organization, speed, and efficiency. Designed and created for all types of companies, such as Machine Solutions Inc., 3M, Tyco, Honeywell, and Flexlink Inc.

Projects include, but not limited to, digital and graphic designs, story boards, print and digital layout designs, graphic interfaces, website construction and development, large format graphics, tradeshow display booth graphics, digital and print ads, business cards, brochures, catalogs, flyers, logos, signs, T-shirt graphics, personalized invitations and birthday cards for business and personal applications, internet banners, eNewsletters, digital buttons, animated GIFs, Flash movies, Flash graphics, video production, wall murals. Notable projects include:

- **SIGN-A-RAMA of the Lehigh Valley | Whitehall, PA | 2012 – 2013**
Graphic Designer for Commercial Sign Industry
- **Symple Surgical Inc. (SSI) | Menlo Park, CA | 2013 to Present**
Graphic & Web Designer

Machine Solutions Inc. (MSI) | Flagstaff, AZ | 2003 – 2013

Multimedia Designer

Worked as an employee (2006- 2008) and on a continuous contract basis for many years. Created and developed artwork for print and digital (internet) media. Established corporate branding elements and standards, developed hundreds of international and domestic advertising materials, from large-format tradeshow graphics to small digital tile ads.

B2B Design & Development LLC | Philadelphia, PA | 2000 – 2005

Graphic & Web Designer & Developer – Team Lead

Responsible for design, development, and coding of print ads, catalogs, internet ads, and websites for advertisers of Thomas Register, an industrial manufacturing publishing company. Consulted with clients to understand their needs and determine an appropriate design to meet those needs.

EDUCATION

- **Northampton Community College | 2015**
Digital Video Making Certification Program - DSLR Video Basics, Camera Movement for Video Production, Single Camera Video Production, Lighting for Video Production, Audio Recording for Video Production, Digital Video Editing Introduction, Shooting an Interview on Location, Building an Audience on YouTube and Vimeo
- **Brookwood Media Arts | 2002 – 2010**
Ongoing education classes for the newest version of software (Adobe CS Products) include: Flash Professional: Rich Media Design, Application Development, Advanced Application Development, and Flash Video Development.
Dreamweaver: Advanced Application Development, Flash Video Development.
- **Berkeley Computer Training | 1999 – 2000**
Webmaster - Web Design & Development Certification Program. Course work includes: Exploring the Internet, Design Fundamentals for the World Wide Web, Graphic File Formats, Photoshop, Scanning, Advanced HTML, Web Authoring Editors, Web Design Development, Ethical and Legal Issues of the Internet, Web Graphic Design, Web Development Tools, Animation, JavaScript, and Project Management for the World Wide Web, Introduction to Web Server Administration, Introduction to XML and CGI Scripting
- **Community College of Philadelphia (CCP) | 1996 – 1998**
Art & Design Program: Drawing I, Drawing II, Drawing III, Ceramics I, Three-Dimensional Design I, Three-Dimensional Design II, History of Art I, Painting I, Design I, Design II, Introduction to Computer Art/Graphics, Graphic Design I, Graphic Design II, Visual Communication

AWARDS

- **2004 ACE B2B Award Recipient:** First place award winner for Best Website Design and Development, Best Digital Banner Ad, and Best Corporate Promotional Video. Hosted by NYC Business Marketing Association.

REFERENCES

Available upon request