

Summary

Experienced Graphic Designer with a decade of expertise in crafting strategic brand identities and user-centric web designs. Skilled in leading design teams, driving conceptual design initiatives, and proficient in advanced design software. Known for effective collaboration with cross-functional teams, staying ahead with design trend research, and enhancing both digital and print materials for optimal impact.

Experience

Lead Graphic Designer

Sperling Interactive | Salem, MA

Dec 2015 - Jan 2024

- Spearheaded a team of designers, fostering mentorship and teamwork to achieve unified and innovative design solutions
- Drove the creative process from ideation to execution, ensuring cohesive brand representation across all digital and physical platforms, significantly enhancing brand identity.
- Transformed creative briefs into compelling designs, efficiently meeting project timelines and budget constraints.
- Proactively adopted new technologies and methodologies by researching emerging trends, which significantly improved our workflow efficiency and elevated the quality of our marketing materials.

Junior Graphic Designer

WuXi NextCODE | Cambridge, MA

Sept 2015 to Nov 2015

- Masterfully crafted visually engaging marketing campaigns within established brand guidelines, significantly boosting project impact and audience engagement.
- Conducted comprehensive research on current design trends and analyzed competitor strategies, leading to the development of more compelling and competitive designs.
- Expertly utilized Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Adobe XD for the realization of design concepts, producing both aesthetically pleasing and functionally superior designs.

Junior Graphic Designer

Michael Dehni + Company | South Boston, MA

Oct 2014 - Mar 2015

- Enhanced marketing materials through expert photo editing and manipulation, achieving high-quality visuals for both digital and print mediums.
- Played a key role in the company's rebranding efforts, working collaboratively to ensure visual consistency and unity across all communication platforms, successfully establishing a strong and cohesive brand identity.
- Applied knowledge of color theory, typography, and layout design to create visually appealing and effective marketing collateral, demonstrating a keen eye for design details and aesthetics.

Graphic Designer

MinuteMan Press | Peabody, MA

Jan 2013 - Dec 2013

- Worked proficiently with Adobe Suite tools (Illustrator, Photoshop, InDesign) to execute design concepts, resulting in stunning printed materials.
- Provided excellent customer service by creating effective high-end designs, resulting in high levels of client satisfaction and positive feedback.
- Demonstrated strong problem-solving skills by effectively addressing design challenges, yielding in clean and effective print collateral.

Graphic Designer Intern

Essente Music Group | Beverly, MA

Oct 2011 - Jan 2012

- Organized design files and assets with a systematic approach for easy access, resulting in streamlined processes for efficient retrieval.
- Collaborated with the design team to brainstorm creative ideas and contributed to the design process, culminating in the creation of imaginative CD covers.
- Showcased expertise in color theory, typography, and layout design, leading to the creation of visually appealing and impactful marketing materials.

Skills

Graphic Design Software Proficiency, Print & Digital Design, Typography Design, Brand Identity, Project Management, Client Relationship Management, UX/UI Design, Color Correction and Manipulation, Digital art, Logo design, Layout design, Color Theory

Technical Skills

HTML & CSS, Adobe Creative Suite, Adobe XD, Microsoft Office Suite, Constant Contact, Canva, Figma, HTML5 ads, CorelDRAW, InVision, Blender

Education

Bachelor of Science Graphic Design

The New England Institute of Art | Brookline, MA

Associate of Arts Digital Graphic Design

North Shore Community College | Lynn, MA