

# Duane J. Belotti

Montville, NJ 07045 • 973.335.0414

designs@duanebelotti.com • www.duanebelotti.com • linkedin.com/in/duanebelotti

---

## ART DIRECTOR • GRAPHIC DESIGNER • DIGITAL/WEB DESIGNER

Accomplished designer proficient in both print and digital, with a proven ability to create visual and impactful marketing elements. Experience in diverse industry sectors, including recruiting, technology, marketing, health, medical, personal care & cosmetics, pharmaceutical, communication, insurance and advertising. Providing exceptional branding programs and marketing materials that improve a company's image and increase sales and revenue.

### **Core strengths and skills:**

- Extensive print and digital experience
- Excellent communication and management skills
- Extremely organized and detail oriented
- Proficient in all the latest computer software
- Strong interpersonal and technical skills
- Photography and photo shoot experience

## PROFESSIONAL EXPERIENCE

---

**DB Graphic Designs**, Montville NJ (*Owner/Consulting Business*) \*

2009 - Present

*Art Director, Graphic Designer, Web Designer*

- Marketing and Design: company branding, logo design and identity systems, brochures and catalogs, trade shows, promotional advertising, magazine and newspaper ads, insert mailers, package design, signage and poster design.
- Package Design: Create custom artwork, follow guidelines and regulations to industry standards for package labeling, work with legal and vendors, following process through completion.
- Create and Design custom CMS/Responsive websites, create digital assets including banner graphics, branding and logo development for Look and Feel, use of Photoshop for UX/UI design layouts and storyboarding, direct client / programmer interaction. Additional tools and disciplines used: HTML & CSS, WordPress, SEO and keyword rich content development, hosting of websites and FTP content updates.

**Pocket Recruiter**, Parsippany NJ (*Staff*)

2015 - 2016

*Senior Designer*

- Created branding for print marketing materials including: logo, letterhead, business cards, sales aids, executive summary, promotional sell sheets, and PPT presentations and photography.
- Created web graphics for application program, wireframes, email blasts, internet banners, WordPress and CMS sites. Experience in working in an Agile environment.
- Provided Social Media setups for company's Facebook, Twitter, LinkedIn, and YouTube Channel.

**Transgenomic**, New Haven CT

2014 - 2016

*Art Director, Graphic Designer*

- Created a variety of marketing materials for the Neurology and Cardiology Divisions, including product brochures, catalogs, pocket folders, clinician and disease guides, sales aids, patient and physician brochures, fact sheets, postcards and BRC mailers, and email blasts.
- Designed trade show booths and rollup banner graphics to improve company's image.

**Bio-Reference Laboratories**, Elmwood Park NJ

2013

*Graphic Designer*

- Designed websites for Genome, Stormpath and Oncogene, using UX/UI design principles.
- Produced medical product brochures, reports, sell sheets and other sales marketing materials including photo retouching and prepping of art files for print.
- Designed trade show booths, banners and table top promotional displays.

**One World/PharmaDesign**, Warren NJ

2012 - 2013

*Graphic Designer*

- Designed and produced medical and pharmaceutical product packaging, photography and photo retouching, and product comp construction.

**DB Graphic Designs**, Montville NJ (*Owner/Consulting Business*) \*

2009 - 2012

**Presperse**, Somerset NJ (*Staff*)

2009

*Advertising & Communication Manager*

- Created and developed full page advertisements in various cosmetic trade magazines, redesign of company's product catalog for 6 world regions. Created and published all product-related brochures, sales success stories, data sheets, catalogs and email blasts.
- Coordinated and designed all trade show components including: exhibits, product displays, rollup banners, posters, and company logo give-away items for NYSCC Suppliers Day.

**Arctic Falls**, Cedar Grove NJ

2007 - 2009

*Art Director, Graphic Designer, Web Designer*

- Designed product brochures and catalogs, pre-press through printing process.
- Created company's website, using photography, retouching of all entire product line for online ordering, develop text and copy, integrate a CMS online ordering section with static site.

**Verizon Business**, Basking Ridge NJ

2007 - 2008

*Graphic Designer, Mobile Designer*

- Created BlackBerry graphics for mobile devices, design charts, web graphics using UX/UI design.

**GAF Materials Corporation**, Wayne NJ (*Staff*)

2000 - 2006

*Art Director, Web Design Manager*

- Designed packaging graphics for multiple product lines, create and maintain brand consistency, created detailed application instructions for shingle wrappers. Including brochures, catalogs, promotional materials, photography and retouching, project management with freelancers.
- Created and maintained company website and micro-sites, using HTML & CSS, served as the liaison between the Marketing and IT departments to maintain standards on the backend.

---

## EDUCATION

***BS: Industrial Design - Major in Visual Communication - GPA 3.5***

**The Ohio State University**, Columbus OH

***Certificate: Internet Web Master Site Designer Program***

**Advanced Technology Institute**, Bloomfield NJ

---

## PROFESSIONAL SKILLS

Adobe Suite: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Image Ready, Quark XPress, Freehand, Microsoft Word, Powerpoint, iMovie and video editing software, Mac OS X and Windows Operating System. CMS backend, WordPress, Facebook, Twitter, YouTube.