

PROFILE

An 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 health & fitness, beauty & wellness, technology, marketing, medical, pharmaceutical, communications, insurance and advertising. Designing exceptional branding programs and marketing materials that improve a company's image and increase sales and revenue.

CORE STRENGTHS

- 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
- Outstanding problem solving abilities

WORK EXPERIENCE

Senior Graphic Designer

2018 – Present

MHP (Maximum Human Performance)

At this Health and Wellness Supplements company, I am responsible for the creation of all design elements and marketing materials for its three National Brands (MHP, MuscleMeds, Fit&Lean). In a fast-moving environment, I provide innovative solutions quickly, with a clean and contemporary design style. Responsibilities include:

- **Marketing & Design:** create graphics for package design, branding, magazine ads (national publications), digital prepress, trade ads, photo retouching and product rendering, product comping, logos, trade show graphics and rollups, sell sheets, promotional advertising, poster design, infographics, T-shirt design & graphics
- **Digital:** website design layouts, digital assets, slide show banners, web banners, email blast graphics, virtual trade show graphics
- **Social Media:** Facebook and Instagram graphics

Art Director/Digital Designer

2016 – 2018

Evogen

This company specializes in Medical Testing Genomics. I rebranded their image into a more contemporary look and incorporated that new image and branding into their websites and online presence. Responsibilities include:

- **Marketing & Design:** create branding, logos, print collateral, posters, trade show graphics
- **Digital:** web graphics, website design, WordPress maintenance

Senior Designer

2015 – 2016

Pocket Recruiter

This startup software company uses AI (Artificial Intelligence) in the technology recruitment field. They needed design and graphics from the ground up to create the brand. My design and marketing skills provided the necessary branding, on all platforms, creating a professional look for the company to sell its services. Responsibilities include:

- **Marketing & Design:** create branding, logos, letterhead, business cards, sales aids, sell sheets, photography, PowerPoint presentations
- **Digital:** web graphics, wireframes, UX/UI layouts and storyboarding, email blasts, web banners. WordPress and CMS maintenance
- **Social Media:** Facebook, Twitter, LinkedIn and YouTube graphics

Art Director/Graphic Designer

2014 – 2015

Transgenomic

Another Medical Testing Genomics Company, I rebranded both their Neurology and Cardiology Divisions. I gave the existing marketing materials new life and a new image by adding color and imagery. Responsibilities include:

- **Marketing & Design:** create brochures, catalogs, clinician and disease guides, sales aids, patient and physician brochures, fact sheets, postcards, email blasts, trade shows graphics

WORK EXPERIENCE

Graphic Designer

2013 – 2014

BioReference Laboratories

As a freelance artist, I had the ability to design and produce many visually appealing projects. Responsibilities include:

- **Design & Graphics:** medical brochures, reports, sell sheets, photo retouching, trade show graphics
- **Digital:** website design, web graphics, UX/UI layouts and storyboarding

Graphic Designer

2012 – 2013

One World/PharmaDesign

This pharmaceutical and product design agency needed support with print collateral and graphic design over-flow. Responsibilities include:

- **Design:** sales aids, product packaging, photography and retouching, 3D prototyping

Art Director/Graphic Designer/Digital Designer

2010 – 2015

DB Graphic Designs

I formed this company to provide high-end print design services which included website design and hosting. My clients ranged from small to large businesses in diverse industries.* Interacting directly with owners and account executives, I was able to turn their vision into reality. Responsibilities include:

- **Marketing & Design:** create branding, logo design, identity systems, brochures, catalogs, trade shows, promotional advertising, magazine, newspaper ads, postcard mailers, infographics, package, signage and poster design
- **Digital:** Hosting of CMS/Responsive websites, digital assets, web banners, UX/UI design & layout and storyboarding, direct client and programmer interaction
- **Social Media:** Facebook, Instagram, Twitter, LinkedIn, YouTube

EDUCATION

The Ohio State University

Columbus, OH

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

Advanced Technology

Bloomfield NJ

Certificate: Internet Web Master Site Designer Program

SKILLS & EXPERTISE

Adobe Creative Suite:

- Photoshop **Expert**
- Illustrator **Expert**
- InDesign **Advanced**
- Dreamweaver **Advanced**
- Acrobat **Advanced**

Microsoft / Web Editing:

- Word **Intermediate**
- PowerPoint **Intermediate**
- HTML & CSS **Intermediate**
- WordPress **Advanced**
- CMS Backend **Advanced**

Artistic Abilities:

- Creativity **Expert**
- Marketing **Expert**
- Branding **Expert**
- Typography **Expert**
- Retouching **Expert**

ADDITIONAL INDUSTRY EXPERIENCE*

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|-------------------------|---------------------------|------------------|-------------|---------------|
| - Health & Fitness | - Building & Construction | - Cosmetics | - Magic | - CBD |
| - Beauty & Wellness | - Music & Entertainment | - Insurance | - Jewelry | - Toys |
| - Food & Beverage | - Motivational Speaking | - Advertising | - Roofing | - Legal |
| - Music & Entertainment | - Transportation | - Technology | - Flooring | - Medical |
| - Restaurants & Dining | - Manufacturing | - Communications | - Eldercare | - Real Estate |