



## ART DIRECTOR, Graphic Design

summerdecember.com

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### EXECUTIVE SUMMARY:

Problem Solving, Flexible, Creative Thinker, Versatile, Effective Communicator, Collaborative & Independent, Resourceful, Dynamic, Prioritization, Strategic, Self-Motivated

### SPECIALTIES:

Design Layout, Typography, Design Aesthetic, Photo Editing/Re-Touching, Logo & Corporate ID, Travel & Fashion eCommerce, Illustrations, Concepts, Tight Deadlines, Design UI

### PROGRAMS:

ADOBE CC: Photoshop, Dream Weaver, InDesign, XD, Illustrator  
Sketch, Google docs, PowerPoint, MS Word & Excel

### EDUCATION:

Miami International University of Art & Design -2017 Master of Arts, Design & Media Management  
Art Institute of Ft. Lauderdale, FL -2008 Bachelor of Science, Graphic Design  
Art Institute of Ft. Lauderdale, FL -2003 Associate of Science, Graphic Design

### EMPLOYMENT:

**Norwegian Cruise Line**, February 2014 to Present: Sr. GRAPHIC DESIGNER: Marketing & Acquisitions, I support the Email Marketing & Acquisitions team, responsible for creating over 300 promotional email campaigns per year, instrumental in outlining a creative testing plan that helps optimize creative. Email/News Letters, Templates, Prioritize w/ Tight Deadlines & Multiple Updates, Light HTML/Code, Mobile Responsive. Thanks to my efforts, the team was able to increase the click rate by 5% which generated an incremental \$100K in revenue for the company

**Love Culture**, 2011-2012: Front End WEB DESIGNER: Lead a Creative Team of 8 for the eMail/Web Team where I helped them prioritize daily tasks. I worked with various departments & vendors collaborating to plan E-Commerce Promotions and Photo Shoots. Directed E-Commerce Photo Shoots (Garments & Accessories / Product Flats, Scout Locations). Created Layout/Design, Graphic UI for Retail Site & Emails

**Tianello Clothing**, 2008-2011: In-House GRAPHIC DESIGNER: Design for Print & WebCreated Layout/Design, Graphic UI for Retail Site & Emails, Photograph Product Images, Directed Photo Shoots, Photo Editing. Created Marketing Materials for Tradeshow Events

### FREELANCE & PRODUCTION: 2008 - 2014:

**Sport Chalet**: Sr. GRAPHIC DESIGNER: Worked with Marketing Department Designing Layout for Exciting Web Banners & Email Letters. Created End-Cap Store Display & various Printed Marketing Materials

**AG Jeans**: E-Commerce Graphic Designer: Assist Department with Fall 2013 site Re-Design, Created Templates for News Letters, Banners, Home Page Slides, and Mobile, Photo Editing, Web Banners, eMail/News Letters

**Lucky Brand Jeans**: Web Designer: Assist the E-Commerce Department with Graphic UI for retail site re-design. Banners, Ads, Heavy Photoshop, Wire Frame

**Pacific Sunwear**: Web Designer: Create Visually Engaging Emails, Web Banners, for E-Commerce Department. Assist with Brand Exclusive Campaigns: Graphic UI for Landing Pages, Mobile Device Imagery & Graphics

**Orly Beauty**: Production artist for Web & Print for Orly's professional brand and spa/luxury brand SpaRitual. Hang Tags, Web Banners, Production for Multi-Page Catalog (Indesign).