

ANDRIA CERRONE

Production Designer

Contact info

Queen Creek, AZ
602-459-4822
andriachase.com
andria@cerrone.me
linkedin.com/in/andriacerrone

Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Microsoft Office

MacOS

Windows PC

Detailed Oriented

Graphic Design

Online Communication

DropBox/Asana/ftp

Employment History

Isagenix International, LLC

Production Designer II · April 2017 - Present

- Responsible for gathering label data, understanding the design style per country and per packaging vehicle, and creating labels that meet the design style while fitting all needed data on the labels.
- Utilize standard operating procedures, regulatory guidelines, label style and brand identity guides to create labels. Maintain understanding of labeling standards, guidelines, content, requirements, and product portfolio.
- Correct file errors and inconsistencies prior to final print production release, including typesetting revisions, re-sizing artwork, photo retouching, correct vector artwork, image color correction and adjustments, page sequence/imposition revisions.
- Collaborate with pre-press partner to ensure art files comply with pre-press standards and final print quality is consistent and desirable on the package or label. Review and proof layouts, suggest improvements and collect signatures during approval and proofing processes.
- Verify and organize a variety of content assets such as dielines, rotating numbers/SKUs, icons, symbols, images, nutritional or dietary supplement information, marketing copy, disclosures, product label language, translation files and ensure all content is correct and current prior to review and upload.
- Create Nutritional Facts Panels and other label information for the web and catalog.
- Meet incredibly tight deadlines with accuracy and precision.

Shutterfly, Inc. (Tiny Prints & Wedding Paper Divas)

Production Designer · Sept 2013 - March 2017

- Meticulously processed customer orders by a set of stationery etiquette standards and aggressive productivity and accuracy goals.
- Proofread and reviewed orders and address any customer information and text errors.
- Typeset custom text on Illustrator templates, adjusted layout, and meticulously proofed and approved for print. Includes color customizations and custom layout adjustments.
- Checked photo resolution, edited photos, and color corrected to ensure print quality.
- Reported and took necessary steps to correct errors and inconsistencies to ensure quality, accuracy, and print quality of every order.
- Interacted daily with customers to ensure customer needs were met according to their premium level of service standards.
- Responded to and resolved inbound customer service inquires and issues related to design and production via telephone and email.
- Researched and stayed up to date on stationery etiquette.

Education

Bachelor of Arts in Graphic Design 2013

Salutatorian Cum Laude
Collins College · Phoenix, AZ