

ANDRIA CERRONE

Production Designer

Contact info

Andria Cerrone
Queen Creek, AZ
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Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Acrobat Pro

Production Processes

PC/MacOS

Microsoft Office

Asana

Google Suite

Education

Bachelor of Arts in Graphic Design 2013
Salutatorian Cum Laude
Collins College · Phoenix, AZ

Employment History

Isagenix International, LLC
Production Designer II · April 2017 - Present

- Responsible for gathering label data and existing design elements from various internal departments. Understanding design style per country and per packaging vehicle, creating labels that adhere to overall creative vision, and direction.
- 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, and image color correction.
- Quality check all production mechanicals and associated linked graphics prior to final print release; confirm accuracy of all file settings including color, image resolution, and output settings.
- Collaborate with 3rd party manufacturing partners to ensure regulatory information is correct and approved.
- Review printer proofs, suggest improvements, and provide approvals for finished products. Approve PMS drawdowns and hard copy color proofs for accuracy.
- Verify and organize a variety of content assets such as dielines, rotating number SKUs, icons, symbols, images, nutritional or dietary supplement information, marketing copy, disclosures, and product label language.

Shutterfly, Inc. (Tiny Prints & Wedding Paper Divas)
Production Designer · September 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 addressed any customer information and text errors.
- Color customizations, layout adjustments, and typeset within Illustrator templates per customer's unique design requirements.
- Checked photo resolution, edited photos, and color corrected to ensure print quality.
- Reported and took necessary steps to correct errors and inconsistencies to ensure 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. Communicated any issues related to design and production via telephone and email.
- Researched and stayed up to date on stationery etiquette.