JOHN ACERRA GRAPHIC DESIGNER

PROFILE

Highly skilled Graphic Designer and in many other areas of art. Excellent creative mind, an eye for details, and a tremendous work ethic. Always eager to impress and present exceptional work.

EXPERIENCE

SOCIAL MEDIA DESIGNER, FITTEAM June 2023 - Present Social Media designer for a health and wellness company called FITTEAM. Purpose of designs are to advertise and promote events. FITTEAM member provides me with photos to use which I resize and edit, as well as information on what each ad needs to say.

GRAPHIC DESIGNER, Graphic Lab Printing Inc. May 2023 - Present Graphic Lab refers many of their clientele to me for design jobs. Work includes a variety of print designs such as employee ID cards for Socrates Sculpture Park, a custom 324 page 7"x9" planner, wedding place cards, signs for parties, food truck artwork, posters, postcards, flyers, business cards, and more. Clients are always thrilled with my final designs, my communication level, and express great appreciation for the effort I put in to make sure they are completely satisfied.

GRAPHIC DESIGNER, Redbubble.com February 2023 - Present Digital illustration for a vast amount of print-on-demand products. Artwork is mostly vintage and designed for fans of retro pop culture. Brainstorming for original ideas so that artwork stands out, while also making sure concepts are recognizable and ones that movie fanatics will appreciate.

PACKAGE DESIGNER, Etsy.com August 2019 - Present Creation of classic Wonka Bar package designs for a specific audience that values camp classic cinema. Replication design, execution, marketing and distribution. Research and development of historical antecedents.

SIGN DESIGNER, Event Planning Service August 2023

Designer of twelve large Hawaiian themed signs for party in the Hamptons. Collaborated with event planner and printing studio regularly throughout process. Signs were of many shapes and sizes with heavy illustrations, and each with it's own unique look. Received excellent feedback from client and party goers.

POSTCARD/BUSINESS CARD DESIGNER, Florique August 2023 Designer of postcards and business cards for a high-end florist called Florique. Store owner provided photos of centerpieces which were resized, edited and enhanced for the design of postcards. Mock-up's were created for client to ensure a proper presentation.

GRAPHIC DESIGNER, Lifestyles Sports June 2022 - January 2023

Creation of a wide variety of designs for the purpose of being printed on customized apparel. Designed logos for t-shirts, hoodies, jackets, shorts, socks, hats, etc. Designing of full sports uniforms as well. Also assisted with printing operation. Clients include colleges, school districts, restaurants, law firms, and more.

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SOFTWARE SKILLS

ILLUSTRATOR INDESIGN PHOTOSHOP AFTER EFFECTS PREMIERE PRO XD GOOGLE DOCS MICROSOFT OFFICE POWER POINT

PERSONAL SKILLS

PHOTOGRAPHY PROCREATE DRAWING PAINTING CERAMICS

AWARDS

STUDENT OF ACADEMIC EXCELLENCE Honored at Graduation Ceremony May 2022

EDUCATION

FARMINGDALE STATE COLLEGE B.A. Visual Communications, 2018-22 Summa Cum Laude GPA 3.97