

## BILL ROMANO

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billromanodesign.com

## EXPERIENCE

November 2021 - Present

January 2005 - May 2020

April 2002 - December 2005

July 2000 - April 2002

June 1998 - June 2000

## OVERVIEW

My current title is Senior Project Manager focused in the commercial arts industry. With a background in Graphic Design, I have deep experience in the marketing, packaging and advertising fields. I am highly skilled in Production, Photo Retouching, Typography, Art Direction, Page Layout, and Magazine Design. I am an arts and design professional with a Bachelor of Fine Arts degree, majoring in Communications Design from Pratt Institute.

## COMPANY & LOCATION

**Think Brands NYC, Inc.** New York, NY.  
Serving as Project Manager for the creation of press ready mechanical art files for beauty and cosmetic companies such as Maybelline, Garnier, Thayers, Premiere Nutrition and L'Oreal. Managing the production of product packaging and point of sale displays is my primary duty. Clear communications with customers and artists is the most important aspect of my role.

**Rafaj Group**, New York, NY.  
Graphic Designer and Design Production Artist. Client projects included Borghese Skin Care Products, Laura Geller Cosmetics, Marina Cosmetics, Champion Active Wear, Hanes Brands and Wonder Bra. Catalogs, Packaging, Advertising, Promotional & Point-of-Sale Materials and Internal Guidelines were my main responsibilities. I saw projects through all phases of design from concept through all production phases to its release to press.

**Contract Graphic Design.** Clients included: Becton Dickinson, Sage Environmental Design, Mervyn's of California, Shugart & Matson Design, Business Graphics Group, Guinness Publishing, The Waite Group Press, Monster Cable Products, Inc., Mac Addict Magazine and PlayStation Magazine.

**Eagle Direct Marketing**, Denver, CO.  
Served as Graphic Designer with this direct mail and marketing fulfillment company. Duties included providing concepts and executing designs for a wide range of direct mail and direct marketing collateral projects in a very fast paced environment.

**American Academy of Ophthalmology**, San Francisco, CA.  
Served as Designer for this national medical member society. Responsibilities included designing and coordinating

## SAMPLES



printing of a variety of publications including books, catalogs, brochures, advertisements, promotional collateral and direct mail pieces. Worked closely with “Academy” staff, coordinating projects varying in complexity of design and printing needs. Responsible for handling the budget, scheduling of production and coordination with outside vendors on all projects.

August 1997 - June 1998

**At-A-Glance, Inc.**, Novato, CA.  
Employed as a Designer with the Landmark Calendars division of this large office products company best known for its daily business planners. Responsibilities included design, high resolution production and proofing of high quality, large format wall calendars, “365” daily calendars & packaging and posters.

July 1996 - January 1997

**Monster Cable Products, Inc.**, South San Francisco, CA.  
Served as Graphic Designer and worked closely with the Marketing Manager and Art Director for this high-end audio/video cable manufacturer. Directly responsible for all aspects of design and production of packaging, header cards, collateral, and various support pieces.

July 1992 - September 1995

**Forbes Magazine**, New York, NY.  
Employed with the Marketing/Promotions Department at Forbes Magazine. Responsible for all in-house design. This included media kits and advertising rate cards for Forbes Magazine and its two supplements: Forbes FYI and Forbes ASAP, sales presentations, various invitations to company activities and functions, house advertisements, and direct mail.

May 1991 - August 1991

**Joel Avirom Design**, New York, NY.  
Pratt Institute design internship. Assisted this freelance book and book jacket designer with book cover type designs for Harper Collins. Also assisted with mechanical layouts of entire novels.

## EDUCATION

September 1989 - May 1992

**Pratt Institute**, Brooklyn, NY  
**Major** Communications Design  
**Degree** Bachelor of Fine Arts

September 1987 - May 1989

**Housatonic Community College**, Bridgeport, CT  
**Major** Graphic Design  
**Degree** Credits towards Associates Degree

