

WORK EXPERIENCE

Senior Interactive Designer

Utica National Insurance Group

November 2012–Present

- Lead and manage creative solutions from concept to completion for a wide range of marketing campaigns
- Develop, manage, and maintain consistent corporate branding assets in line with organizational goals and objectives; impress upon leaders the value of consistency in brand usage
- Maximize marketing, brand, and digital platform effectiveness to support corporate objectives by identifying business requirements, analyzing scope, and designing/developing creative deliverables
- Deploy assets including, but not limited to: web pages, emails, print collateral, and internal/external facing digital platforms
- Collaborate in a consultative role with development teams to implement Utica National design systems and UI standards
- Provide measurable results and collect analytics

Contract Art Director

Martino Flynn

March–May 2012

- Organize and design primarily for online and interactive media
- Develop websites with HTML, CSS, and JS as needed
- Assist in coordination/development of content

Graphic Designer/Web Developer

Archer Communications

May 2006–September 2007; June 2009–December 2010

- Design and production of identity systems, websites, and printed marketing materials for a wide range of clients
- Assist front-end web development and production
- Maintain clean design principles and organize/format extensive content into several printed catalogs
- Create and organize a high volume of graphic resources
- Participate in client and creative input meetings

Graphic Designer

Nukote International, Inc

May 2007–May 2009

- Assist with creative design and production of marketing materials including packaging, advertising, web resources, sales promotions, and additional collateral
- Lead design and front-end development of the corporate website
- Collaborate with backend development teams to ensure open communication, brand consistency, and an efficient workflow

EDUCATION

Bachelor of Fine Arts:

Graphic Design

State University of New York at Oswego

Oswego, NY | August 2004–May 2006

GRADUATED MAGNA CUM LAUDE

AAS Visual Communication:

Graphic Arts and Printing

Monroe Community College

Rochester, NY | September 2001–May 2004

GRADUATED WITH DISTINCTION

Visual Communication & Photography

Eastern Monroe Career Center

Fairport, NY | September 2000–June 2002

SKILL SET

Design:

Branding, User Interface Designs for Websites and Emails, Promotions, Multifaceted Campaigns, Image Manipulation, Photography, Packaging.

Development:

Front end design, development, and maintenance of responsive websites using handwritten HTML/CSS or the Bootstrap framework; utilization and minor editing of javascript libraries (e.g., jQuery); experienced with building custom templates into a variety of content management systems.

Software:

Proficient in Photoshop, Illustrator, & InDesign; Microsoft Office; Adobe XD, Acrobat Pro, & Bridge; Working Knowledge of motion software such as After Effects; Highly competent with both Mac and PC Platforms.