



resumé

experience:

ct designlab f.k.a. carey sedito graphic design (Shelton, CT) : Graphic Design Agency

Freelance Graphic Designer : December 2000 – present

- Currently working with a broad client base in many markets with a wide range of projects in advertising, direct mail, identity, invitations, packaging, promotion and web design

priceline.com : (Norwalk, CT) – A Buyer-Driven Electronic Commerce Service

Art Manager/Standing Art Director : April 2000 – December 2000

- Managed, prioritized and organized work flow in department and directed creative team and projects
- Developed concepts for ads and collateral, such as brochures, presentations, events and displays
- Oversaw creative studio projects through production phase including approving match prints and proofs and supervising color correction of production materials
- Trained team regarding specifics of priceline branding and held critiques to better unify team design style
- Ensured timely completion of projects, including those requiring long hours to meet urgent deadlines

Graphic Designer : March 1999 – April 2000

- Supported and assisted in creation and production of a variety of design and production projects
- Designed and created all PowerPoint presentation decks for senior executives and product groups

Synapse Group f.k.a. NewSub Services : (Stamford, CT) – A Direct Response Marketing Company

Photo Specialist : January 1997 – April 1999

- Managed in-house digital photography for direct mail creative including reviewing and approving all images
- Directed digital photography process, including photo shoots and color correction/retouching of images ranging from general photos, to product shots, to magazine covers used in various promotions
- Designed print design projects for internal and external circulation; e.g. college recruiting brochure
- Served as the liaison between organization and separators, photographers, and other vendors

Associate Art Director : July 1992 – January 1997

- Carried out pre-press production and occasional design of monthly direct mail promotions, such as bangtails, inserts, and direct mail packages. Process entailed full digital production of mechanicals: prepared templates, modified colors, measurements, typed specs, affixed final codes, lists, and other job-specific changes; scanned, transformed, and color corrected high resolution images contained in documents, as well as output files for print

Walker Digital : (Stamford, CT) – An Intellectual Property Group

Freelance Artist : January 1999 – May 1999

- Redesigned website in Quark and Photoshop and worked with web producer to execute design to web

technical:

- Proficient in Photoshop, Illustrator, QuarkXpress, Freehand, Image Ready, MS Office and Dreamweaver
- Solid pre-press and production knowledge including ability to provide all digital imaging

education:

- BS Visual Arts, concentration in Graphic Design (State University of New York at New Paltz)
- Additional Courses: Advanced Photoshop, Color Theory, HTML