



Carey Tedesco

Senior Visual Designer + UI/UX Specialist

ctdesignlab.com

carey@ctdesignlab.com

+1 203. 216. 4625

/careytedesco

PROFILE

I'm an experienced Senior Visual Designer with a specialty in UI/UX Design. With each project, I endeavor to challenge myself by incorporating the latest industry trends while being cognizant of client needs and expectations. My final designs are contemporary yet timeless — a testament to my expertise and commitment to my love of design.

EXPERIENCE

Rebel Interactive

06/2021 - 01/2023

Digital Marketing Agency

DESIGN MANAGER

Client Industries.

Commercial products and services, financial industries, retail and consumer goods, healthcare, tech, media and entertainment

Projects.

- > **UI/UX.** Wireframes, custom websites, UI kits
- > **Web.** WordPress websites, info-graphics, icons
- > **Digital.** Programmatic ads, social ads, email
- > **Identity + Branding.** Logos, style guides, mood boards, brandscapes, brand books, brand boards
- > **UI Audits.** Competitor research, UI direction
- > **Print.** Marketing collateral

Leadership.

- Collaborated with Design, Content, Strategy and Development Teams to develop design concepts
- Presented design work to clients
- Ran internal wireframing sessions
- Assisted in building internal UI kits
- Orchestrated Creative Team workshops
- Lead many complex and time sensitive projects
- Mentored Junior to Senior level Designers

Things I do well.



WEB + UI

- Wireframes
- Custom Websites
- Template Sites
- UI Kits
- Social Ads
- Paid Media Ads
- Email Templates



ID + BRANDING

- Logos
- Style Guides
- Mood Boards
- Brandscapes
- Brand Books
- Presentations
- UI Audits

EDUCATION

B.S. Visual Arts

SUNY New Paltz, 1992

UX Design Certification

General Assembly, 2020



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EXPERIENCE

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12/2000 - 06/2021

Graphic Design

SENIOR GRAPHIC DESIGNER

Client Industries.

Business, marketing, legal and healthcare professionals, non-profit organizations

Projects.

- > **Web.** Websites, advertisements, web graphics, set-up and management of websites for clients
- > **Identity + Branding.** Logos, style guides, brand books, presentations
- > **Print.** Marketing materials, stationery suite, advertisements, books, signage, promotional items
- > **Packaging.** Subscription boxes, retail products, activity books, board game

HandHold Adaptive

08/2009 - 09/2017

Special Needs App Company

CREATIVE DIRECTOR + CO-FOUNDER

Projects.

- > **Web.** iPrompts + HHA websites, app graphics, design direction for app developers
- > **Identity + Branding.** Logos, style guides, presentations
- > **Print.** Trade show graphics, marketing materials, promotional items, stationery suite

Priceline

03/1999 - 12/2000

Online Travel

ART MANAGER / GRAPHIC DESIGNER

Projects.

- > **Print.** Advertisements, marketing materials, presentations, stationery suite, trade show graphics
- > **Web.** Web graphics, page design concepts

Programs I've got down.



Figma



Sketch



Photoshop



Illustrator



InDesign



WordPress



Wix



Email Platforms



Google Suite

Me at work.

I ♥ UI/UX Design!

(If that wasn't obvious.) I have one heck of an eye for detail and UI/UX implementation.

I'm a collaborator.

Whether I'm working with a Creative team, internal or external client team, you're on my team!

I'm human.

Effectively communicating and being mindful that we are all human is how I roll.