

## PROFESSIONAL SUMMARY

Graphic and Web Designer with strong time management, research, and organizational skills and a natural ability to communicate and work in diverse teams looking for a full time or contract Graphic Design, Web Design, or Content Author position.

- Web & Graphic Designs won a Metro BCA of NJ Award in 2017.

## EXPERIENCE

### CONTENT AUTHOR / WEB DESIGNER | OCT 2024 - PRESENT (Temp/Contract Position)

GAF Global, Parsipanny, NJ

- Author content using Sitecore, Webflow, Ceros, Magneto, and AO Docs for the following center of excellence websites: <https://www.gaf.com/en-us/>, <https://www.gaf.ca/en-ca/>, <https://www.siplast.com/>, and <https://www.ftsolutionsroof.com/>.
- Digital photo editing in Photoshop for product photos to maintain image consistency across websites.
- Collaborate with UI designers, project managers, developers, and other content authors to launch new product lines, and websites.
- Introduced to the team a new method of creating thumbnail images in seconds by using Adobe Bridge batch export function, rather than creating each one manually.

### CONTENT MANAGER | APR 2024 - OCT 2024 (Temp/Contract Position)

Midea America Corp, Parsipanny, NJ

- Manage content for <https://www.midea.com/us> and <https://www.toshiba-lifestyle.com/us> including adding new products via AEM and reviewing website for quality assurance.
- Digital photo editing in Photoshop for product photos to maintain image consistency across the website.
- Collaborate with developers on new code launches to improve the user experience functionality of the website.
- Collaborate with UI designer and E-comm team for the re-design of the website.

### CREATIVE, MARKETING, & TECHNICAL SPECIALIST | JUN 2012 - SEP 2023 (Layoffs)

BNE Real Estate Group, Livingston, NJ

- Designed a website for residents to participate in virtual events and fitness classes while the communities' amenities were temporarily closed due to the coronavirus pandemic. <https://www.bneresidentevents.com/>
- Create engaging, high-impact, and brand-consistent graphics to be used in banner ads, infographics, emails, social graphics, and other marketing collateral.
- Designed eBlasts for "Residence of the Week"
- Collaborate with marketing agencies for deployment of new websites.
- Review and edit social media marketing campaigns and SEO content. Manage GMB accounts.
- Reported to work in person during the pandemic to assist with office tasks that could only be completed in person, such as opening mail, filing, and other misc. tasks while my teammates worked from home.

### ART DIRECTOR | SEP 2011 - JUN 2012

OnyxEye Entertainment, Boonton, NJ

- Create engaging, high-impact, and brand-consistent graphics to be used in banner ads, infographics, emails, social graphics, and other marketing collateral.
- Digital photo editing in Photoshop, including color correction and retouching.
- Digital photography at music events.
- Social media marketing

## FREELANCE GRAPHIC DESIGNER | DEC 2010 - PRESENT

Self Employed at Eclectic Tech, LLC (Project Based) <https://eclectictech.design/>

- Create engaging, high-impact, and brand-consistent graphics to be used in banner ads, infographics, emails, social graphics, websites, and other marketing collateral.
- Create full brand packages for small businesses that include a logo, website, business cards, brand identity, and other marketing collateral.
- Create custom websites.

### CLIENTS:

- **CAPSTONE REAL ESTATE MANAGEMENT:** Created brand package: logo, brand identity (brand sheet), business cards, and a single page WordPress website customized with HTML & CSS. <https://capstonerem.com/>
  - **NATIONAL ASSOCIATION OF FIELD TRAINING OFFICERS (NAFTO):** Fully redesigned existing website in WordPress with cleaner, user-friendly navigation and a modern, responsive design consistent with branding and current design trends, customized with HTML & CSS. Provide ongoing services as needed including updating WordPress website and plugins, managing the firewall, and providing technical support to users. <https://www.nafto.org/>
  - **DINGBATZ MUSIC VENUE:** Fully redesigned existing website in WordPress with cleaner, user-friendly navigation and a modern, responsive design consistent with branding and current design trends, customized with HTML & CSS. <https://dingbatzlive.com/>
  - **SHANA PANTIRER NUTRITION:** Created brand package: logo, brand identity (brand sheet), and a multi-page WordPress website, customized with HTML & CSS. <http://sp-nutrition.com/>
  - **JUDAH'S HAVEN:** Create and manage multi-page WordPress E-Commerce website, with WooCommerce and Square integration, customized with CSS. Provide ongoing services as needed including updating WordPress website and plugins and managing the firewall. <https://judahshaven.com/>
  - **VERONA YOGA:** Provide ongoing services as needed including updating WordPress website and plugins and managing the firewall. <https://veronayoga.com/>
  - **BRISK TEACHING:** Created two 8.5x11 flyer designs for TCEA Convention (one teacher facing, one admin facing) using existing brand guidelines.
  - **MUSIC EVENT PROMOTERS:** Create event flyers and social media assets for raves and concerts, including ClubDub, Jam Jawns, RageOnNYC, and Synchro Events.
  - **ARTIST PORTFOLIO WEBSITES:** Created an artist portfolio websites with HTML, CSS, and JavaScript, for Linda Dujack and Lisa Macchi.
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## EDUCATION

### BACHELOR OF FINE ARTS

WILLIAM PATERSON UNIVERSITY OF NEW JERSEY

- Graduated Cum Laude, Honor Roll, Dean's List

### INTERIOR DESIGN

THE ART INSTITUTE OF PITTSBURGH

- National Technical Honor Society

### PROFESSIONAL CERTIFICATE IN FULL STACK WEB DEVELOPMENT

RUTGERS UNIVERSITY, SCHOOL OF CONTINUING EDUCATION

- Class Superlative: Best Front-end Web Developer
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## SKILLS

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, Figma, Miro, Canva, Graphic design software, Typography, Layout Design, Graphic Design, Visual Design, WordPress, AEM, Sitecore, Webflow, Ceros, AO Docs Magento, Square, Shopify, CMS, HTML, CSS, JavaScript, jQuery, Swift, Material UI, Bootstrap, User Experience Design, Website Design, Microsoft Office, Word, Excel, PowerPoint, MS Teams, GSuite, Google Developer Tools, Social Media, Adobe Workfront, Monday.com