

BOBRAYNORGRAPHICDESIGNER

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I AM... a creative, talented designer, with 10 years experience across a wide range of media. Expertise includes print and web design solutions in the B2B, advertising, recruitment, education and pharmaceutical markets. I have a strong desire to work with smart, passionate creatives and to be part of a fun and energetic team where my abilities are put to the test and my ideas are utilized. I offer quality design skills, a professional work ethic, and an engaging, positive attitude to any client or agency.

PROFESSIONAL EXPERIENCE

Williams Lea at Pfizer Pharmaceuticals

Lead Graphic Designer: July 2011 - Present

At Pfizer, I am part of the in-house design team known as Global Creative Solutions, run by Williams Lea. Position requires creatively utilizing the Pfizer brand identity to enhance a wide variety of internal corporate initiatives. Projects include designing and coding HTML e-blasts, SharePoint Site management, logos, posters, web graphics and large format applications. Responsible for managing several clients directly and upholding strict Pfizer brand style.

Freelance Graphic/Web Designer

Client: Coliseum Ventures, LLC.: June 2010 - Present

Responsibilities include the on-going design and maintenance of several websites and all related materials including online ads, brochures, booklets, custom signs, and hand-coded e-blasts. Also responsible for assisting in the direction of Social Media Identity for clients who wish to utilize Facebook and Twitter to enhance their brand. Relied on to deliver consistently great design work and project management for clients.

The Roman Group Advertising Agency

Art Director: March 2006 - June 2010

At the Roman Group, I was a one-man design army. I designed recruitment ads, retail ads, posters, brochures, booklets, postcards, billboards, banner ads, web ads and e-blasts for companies in various business categories. As the lone creative on staff, my ability to design excellent ads under tight deadlines gave our clients a professional image and helped them find the best candidates for employment. My abilities helped us compete with, and win business from, much larger agencies.

Pitney Bowes Management Services

Print Ambassador: September 2003 - March 2006

Responsible for offering custom designs and print project management for Merck Pharmaceuticals employees. Position included customer relations, getting/creating estimates, preparing/converting files for print, type setting, poster creation, scanning, and communicating with vendors. Some design involved, as well as being able to manage several projects, from start to finish, at once.

MOST RECENT EMPLOYMENT

Client: Ratex Business Solutions: January 2011 - Present

Custom skin design of online College and University bookstores. Bookstores are designed in Photoshop and then HTML/CSS is used to adapt the design into the bookstore ASP.net framework. Responsible for working directly with clients to create a site that matches their school brand while also being fun and intuitive to the end user.

Make It Count Marketing Communications

VP of Art and Design: 2003 - 2006

I partnered the launch of this start-up Mar/Com corporation. As the lone source for creative design and development, I created the company's corporate identity, stationery package, layout of flash presentation, and even helped draft the company's business plan. My work included designing MIC's unique electronic and paper countdown calendars, as well as directing and maintaining the company's design standards.

Conant Business Printing and Legal Copying

Graphic Designer: January 2003 - September 2003

Prepared client files for print through type setting, ordering paper, having negatives and plates created as well as keeping track of job schedules and delivery. Some design involved, as well as being able to communicate with vendors and clients while managing several projects at once.

I LEARNED MY SKILLS AT

*The Antoinette Westphal
College of Media Arts & Design,
Drexel University*
2002 BS Graphic Design

*University College of
Northampton*
Northampton, England - 2001
Three month study abroad.

I'M REALLY GOOD AT

- Adobe Photoshop CS5
- Adobe Illustrator CS5
- Adobe InDesign CS5
- Adobe Dreamweaver CS5
- HTML / CSS
- Adobe Flash
- QuarkXPress 7+
- Mac & PC environment