

Summary of Qualifications

Experienced Senior Graphic Designer, a dedicated forward-thinking team leader with experience in web, multimedia, photography, marketing and print design.

- ▶ Communicates effectively with diverse professionals and workforce, analyzing and evaluating situations quickly to provide options for resolution
- ▶ Create, produce and manage projects from initial concept to final product
- ▶ Skilled Photographer of products, people and special events
- ▶ Learns new information easily and applies knowledge in practical manner to meet goals and objectives
- ▶ Played key role in event planning of marketing and promotions, art and craft shows, and trade show exhibitions
- ▶ Technical teaching, training and mentoring experience
- ▶ Expert in use of InDesign, QuarkXpress, Photoshop and Illustrator



Senior Graphic Designer
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Education

2011 **International Academy of Design and Technology**, Bachelor of Fine Arts in Web Development
1995 **Minneapolis Business College**, Certificate in Graphic Design

Traing & Seminars

Photography, Studio Lighting, Creative Suite CS4, Proofing, Team Leadership, Managing Emotions Under Pressure and Making every Day a Great Day

Computer Proficiency

Mac and PC Platforms

QuarkXpress, Adobe Creative Suite 4, Freehand, corelDraw, Microsoft Word, Microsoft Excel, Microsoft Power Point, PageMaker, Flash, Sales Logix, Active Fax, Movie Maker, Primo, Sure Thing, Version Cue, SharePoint, Drupal, Joomla and more

Experience

2008-present **PSCU FINANCIAL SERVICES** St. Petersburg, FL

GRAPHICS AND MARKETING SPECIALIST II

Graphic Design – Responsible for graphic design from concept to completion

- ▶ Print collateral
- ▶ Web design and updates
- ▶ Multimedia (Flash)
- ▶ Campaign development and implementation
- ▶ Print vendor project coordination
- ▶ Creative lead on interface design
- ▶ CSS of SharePoint (begining learner)
- ▶ Design maintenance of intranet home page

CREATIVE MEDIA SPECIALIST I

Graphic Design – Responsible for graphic design from concept to completion

- ▶ Print collaterals
- ▶ Web page updates
- ▶ Web banners and buttons (animated and static)

2005-2008 **PARKSITE SURFACES** Tampa, FL

SENIOR GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from concept to completion

Photography – Responsible for product photography (including but not limited to entire offering of full size polished granite slabs, porcelain sinks, retail displays, hardware and literature packages) application shots and special events

Video – sales presentation and training seminar

- ▶ Supervision of Junior graphic designers and marketing assistant
- ▶ Management and operations of the graphics department
- ▶ Design, produce and manage direct mail campaigns
- ▶ DocuColor 250 troubleshooting and maintenance
- ▶ Management, research and proposals of graphic department equipment and software
- ▶ Creation and implementation of in-house digital file cataloging system
- ▶ Coordination of print projects and vendors
- ▶ Image color correction and manipulation

"Ami, I just reviewed the disk you made up for the open house — it's awesome! The photographic quality is exceptional; I guess those lessons are paying dividends."

—George P.,
Vice President

"Ami, it is without question that the layout was much to our liking. This was the easiest and best part of the process. Thank you once again for your expertise and hard work."

—Donna,
Customer

"Great job! Thanks so much, you are always right on target."

—Dave A.,
General Manager

"Wow! This looks great!"

—Rob C.,
Account Manager

GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from design to completion

Photography – Responsible for product photography and special events

- ▶ Email and fax blasts
- ▶ Assisted with tradeshow planning and implementation
- ▶ Media management

MARKETING ASSISTANT AND GRAPHIC SPECIALIST

- ▶ Advertising research
- ▶ Layout and design of ads
- ▶ Assisted with newsletter production
- ▶ Marketing research
- ▶ High volume duplication of CDs, DVDs and PKs
- ▶ CRG and price list book creation
- ▶ Promotional item product coordination

2006-2008 **SADIES** Tampa, FL

PHOTOGRAPHER

- ▶ Arrangement and set-up of sets
- ▶ Photography of children, adults and pets
- ▶ Sales for photography packages and accessories

2003-2005 **ASSOCIATED PRINTING AND SERVICES** Tampa, FL

GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from concept to completion

- ▶ Management, organization and operations of the graphics department
- ▶ Flatbed Scans
- ▶ Image color correction and manipulation
- ▶ Problem solving for output of customer files to Vellum plates or digital printers
- ▶ Creation and implementation of cataloging system
- ▶ Conduct client meetings and creative presentations
- ▶ Purchase and installation of department hardware and software

2001-2003 **RANDSTAD STAFFING AGENCY** Tampa, FL

GRAPHIC DESIGNER

Clients: Capitol One, BIC Graphic, Motivation Advantage, CimLink and Architecture Plus in areas of Graphic Design and Administration

2000-2001 **GRAPHICS AND DESIGN** Tampa, FL

SENIOR GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from concept to completion

- ▶ Supervision of graphic artists and production specialists
- ▶ Initiate client consultation and sales meetings
- ▶ Print Coordination
- ▶ Project coordination of foreign translation of brochures in multiple languages
- ▶ Drum and Flatbed scanning
- ▶ Photo color correction and manipulation
- ▶ Output of jobs to film and large color format
- ▶ Flash animation
- ▶ Client website development

1999-2000 **FUSION CREATIVE** Tampa, FL

GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from design to completion

- ▶ Photoshoot direction and quality control
- ▶ Drum scanning
- ▶ Image color correction and manipulation
- ▶ Creation of match print proofs

1997-1999 **TAMPA BAY BUSINESS JOURNAL** Tampa, FL

GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from design to completion

- ▶ Development of special publications, classified section, ads, in-house forms and layout for weekly newspaper using both digital and manual paste-up

1996-1997 **HOFFLANDER & ASSOCIATES** Minneapolis, MN

GRAPHIC DESIGNER

Graphic Design – Responsible for graphic design from design through production

Keyhouse accounts include: Neiman Marcus, Burnet Relocation Management, Parisian and ADO Products



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