

Accomplished and experienced Graphic Designer with expertise in art direction, print and packaging design, corporate identity and branding, merchandising, website design, conceptualization, and creative collaboration. Specialties include: Graphic Design for print and web, conceptualizing and creating advertising and marketing campaigns, special events design, client and project management, creative and technical team management, brand development, and creative strategy.

Experience

Art Director, Graphic Designer / Various Freelance

September 2006 – present

- Design collateral, brand identity, advertising, and marketing materials for use in both print and online for a variety of non-profit, small business, arts and entertainment, medical, and professional service firm clients
- Specialize in design for special events, brand identity, and communications for non-profit organizations
- Identify client needs and establish creative and brand strategy
- Provide subcontractor freelance design services for marketing companies, public relations firms, print companies, design studios, and small businesses
- Provide creative direction and art direction for small and large team projects, manage projects and clients, collaborate on branding strategies with copywriters, project managers and designers, and work on projects with in-house creative staff

Noted Clients: Artists for Trauma, California Court Reporters Association, California Association of Licensed Investigators, The Claremont Colleges, CSULB Earl Burns Miller Japanese Garden, The Executives of the Los Angeles Jewish Home, Financial Executives International – Los Angeles Chapter, The Guardians of the Los Angeles Jewish Home, Hadassah of Southern California, Los Angeles Council of Charitable Gift Planners, Meshuga 4 Sushi, The Phil Simon Clinic at Huntington Hospital, Sean Flynn for Congress, Stone Dean Law, Suzanne Betro Signature by Minnie

Senior Graphic Designer / Rabuck Stranger

January 2008 – December 2008

- Conceptualized and designed print advertising, corporate collateral, direct mail, logos, brand identity, websites and new media
- Programmed HTML websites and emails, programmed Flash and animated GIF web banners, implemented search engine optimization strategies
- Collaborated with creative team on brand and marketing strategy

Noted Clients: ABBYY Software House, Compass Educational Group, Dora Fourcade Designs, Fujitsu, Mother Jones Magazine, Santa Monica Convention & Visitors Bureau

Graphic Designer / Genau Design & Development

June 2004 – November 2007

- Conceptualized and designed marketing, print and collateral materials
- Developed marketing and creative strategies
- Designed packaging and point-of-purchase sales displays
- Designed and programmed HTML and Flash websites and new media, implemented search engine optimization strategies
- Managed clients and projects
- Managed website design, inventory and shipping for eCommerce

Noted Clients: Accurate Residential, Collaña Cosmetics, Corsica Property Management DCS Appliances, Fisher & Paykel Appliances, Foss Harbor Marina, Interbath Showers, Ondine Showers, Pancreatic Cancer Action Network (PanCAN), Ross Racing Pistons, ShowerStore.com,