

OBJECTIVE: Looking to utilize my graphic design skills and animation experience to the benefit of a progressive company.

SUMMARY: A highly motivated graphic designer with over 10 years of work experience in graphic and web design, motion graphics and flash animation, simple and complex signage and large format digital printing for various exhibitions and events.

AREAS OF EXPERTISE:

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|-------------------|-------------------------|--------------------|---------------------------|
| ▫ Graphic Design | ▫ Trade Show Industry | ▫ Web Development | ▫ Sketching & Photography |
| ▫ Flash Animation | ▫ Large Format Printing | ▫ E-Mail Marketing | ▫ In/Outdoor Advertising |
| ▫ E-Commerce | ▫ SEO and SEM | ▫ Sign Industry | ▫ Vehicle Advertising |

COMPUTER SKILLS: Proficient on both PC Windows and Macintosh OS platforms. Strong ability to configure and troubleshoot computer systems in Windows environment, including hardware and software. Basic knowledge of wired and wireless networking.

SOFTWARE SKILLS: Comprehensive knowledge of the following: Adobe Photoshop, ImageReady, Illustrator, Acrobat, Flash, Dreamweaver, Audition, Gerber's Graphix Advantage and Omega, Onyx PosterShop, Xara 3D, Xtreme, Webstyle, Menu Maker. Various MS Office applications. CSS, HTML. FTP applications. Print and web authorizing tools. Some knowledge of Adobe After Effects, DHTML, Action Script, JavaScript, PHP, SQL, CGI.

WORK EXPERIENCE:

- Jan 1998 - Present L.A.G. Designs / www.lagdesigns.com - Brooklyn, NY - Senior Graphic Designer / Freelancer
- Create and administer static and dynamic database driven web sites.
 - Design and develop flash animated headers, banners, buttons for web sites.
 - Implement e-mail campaigns and optimize sites for search engines as well as all major browsers.
 - Design logos, business cards, postcards, flyers, letterheads, advertisement for newspapers and magazines.
 - Produce flash animated On-line and TV commercial advertisements.
- Aug 2001 - May 2007 Brussian Strokes, Inc., East Hanover, NJ - Art Director and Production Manager
- Successfully developed, managed and administered company's web sites with POP email accounts.
 - Created web and email based digital advertising to drive more potential clients to company's website.
 - Worked on various forms of design ranging from drawing sketches for a logo, sign or a business card.
 - Handled graphic design for large format printing or optimized for the internet applications.
 - Created email campaigns and email-based promotional ads.
 - Designed logos, promotional items, tradeshow signage, and other printed items.
 - Digitized and recreated various logos, images, graphics meant for vinyl and large format printing needs.
 - Designed artwork for various signage and graphics for the trade show industry and other events.
 - Created and developed websites for clients.
 - Enhanced amateur photos and created professional looking portraits.
 - Retouched and scanned photos as well as created various collages based on clients needs.
 - Optimized various websites for search engines and different browsers.
 - Managed photo sessions for portraits, action, commercial properties and cityscapes.
 - Liaison between production department team, tradeshow houses, advertising agencies and customers.
 - Managed all aspects of execution and delivery of email campaigns.
 - Researched target audience for marketing campaigns based upon desired criteria.
 - Managed and directed the work flow in the company and quality control of production to the delivery.
 - Populated contact database, organized clients' lists based on e-mail campaigns.
 - Worked closely with sales teams to gain customer satisfaction.
 - Managed production team on daily basis to achieve product satisfaction.
 - Responsible for cross-training of new staff.
 - Acted as back-up when necessary for the production crew and owner as needed.

Aug 2003 - Sep 2004 Vision Master Advertising, Inc., Cayman Islands - Art Director and Lead Creative Designer (Part-time remotely)

- Successfully created, developed, and administered company's web site with email accounts.
- Created flash animated commercial ads for leading companies on the islands.
- Configured remote resolution for easy file management and ad distribution to specified locations.
- Set up password protected area to place ads for approval before they are in the system.
- Designed and created company's logo, business cards, letterheads, and various custom forms.
- Created a dozen of sample video clip ads for sales team to use for new signup contracts.
- Designed and created various trivia questions and answers for sponsors to place between ads.

Jul 1999 - Jul 2001 A.L. Photo Works Art, Inc., Queens, NY - Web Director and Lead Creative Designer

- Successfully created, developed, and administered company's web site.
- Designed and implemented an online e-commerce store.
- Manipulated and enhanced photographs for web and printing.
- Assigned each product Stock Keeping Unit (SKU). Responsible for data entry and record management.
- Created a catalog for ease product lookup once orders are submitted.
- Updated and upgraded the web site based on customer needs.
- Conducted statistical reports and analyzed data for efficient website management & traffic increase.
- Created graphic images and optimized them for web, using various graphic tools and my experience in drawing and photography.
- Optimized the web site for search engines and performed web site maintenance.
- Designed and created email campaigns for current and potential customers.

Apr 1997 - Jun 1999 Art Attitude Signs & Printing, Inc., Brooklyn, NY - Graphic Designer and Sign Maker

- Created and designed brochures, business cards, logos, flyers, and menus.
- Assembled aluminum frame and molding storefront signs.
- Generated hand-written paper signs including ones made with stencils and sprays.
- Reconciled monetary transactions from walk-in customers.
- Worked effectively with project team members to ensure customer satisfaction.

EDUCATION: ASA College of Advanced Technology, Brooklyn, NY

PORTFOLIO: <http://www.lagdesigns.com/portfolio>

REFERENCES: Available upon Request
