

SUMMARY

My responsibilities have involved managing multiple design tasks with short deadlines by prioritizing job responsibilities, and overseeing internal reviews. I enhanced the design process by offering multiple solutions in conceptual models. Created corporate brands by designing cohesive looks among all collateral and digital projects.

SKILLS

InDesign - 9 years, Photoshop - 30 years, Illustrator - 25 years, PowerPoint - 14 years, Premiere - 1 year, After Effects - 1 year, Animate - 1 year, Wix - 6 months

Project Management Software: Workfront, Workamajig

EXPERIENCE

SENIOR GRAPHIC DESIGNER | 2/2005 - Present

Universal Health Services, Inc., King of Prussia, PA

My hospitals have included:

Northwest Texas Healthcare System, Northern Nevada Medical Center, Southwest Healthcare System, Corona Medical Center, Doctors Hospital of Laredo, Fort Duncan Medical Center, the Valley Healthcare System in Las Vegas and over 180 behavioral health hospitals.

- Creative conception through design and layout of ads, direct mail, brochures, flyers, posters, banners and billboards for over 300 hospitals owned by Universal Health Services, Inc. throughout the United State.
- Design and layout of online media: web ads, social media: Facebook, Twitter, Instagram and You Tube pages and ad banners.
- Other projects including slide presentations, elevator wraps, and vehicle wraps
- photo retouching and medical illustration.

FREELANCE DESIGNER | 9/2004 - 2/2005

Clients: The Mega Group - Hamilton, NJ; Dimensional Graphics - Furlong, PA; Medimmune, Inc., Gaithersburg, MD; DolphinSearch - Ventura, CA

- Design and production of brochures, flyers and stationery.

ART DIRECTOR | 5/1998 - 9/2004

Oxford Communications - Lambertville, NJ

Clients: Beazer Homes, Brookfield Homes, Bucks County Visitors Bureau, Calton Homes, Coldwell Banker, Dow Jones, Franklin Mills, Prime Outlets, Merrill Lynch, NCO, Pinnacle Homes, Rita's Ice, Sesame Place, US Homes, Wegmans, Westminster Homes.

- Developed concepts with Account Executive, Creative Director and Copywriter to best demonstrate the client's product.
- Determined which media best presented these concepts to the proper demographic.
- This included magazine and newspaper ads, brochures, booklets, direct mail, point-of-purchase, catalogs, posters, billboards, client presentations, website design and production and internet banners.
- Other responsibilities included directing photo shoots, extensive photo retouching and assigning projects to production artists and freelancers.

GRAPHIC DESIGNER/JR. ART DIRECTOR | 4/1992 - 5/1998

QLM Marketing -Princeton, NJ

Clients: American Express, Breyers Yogurt, British Air, Church & Dwight, Cibavision, Citibank, Dial Corporation, Discovery Channel, Entertainment Central, HBO, Hillshire Farms, Kraft Foods, Nabisco and Novartis.

- Design, layout and pre-press preparation
- Projects included direct mail, consumer point-of-purchase, newspaper and magazine ads and inserts, brochures, sell sheets and client presentations.
- Photoshop compositions, illustrations and retouching

EDUCATION

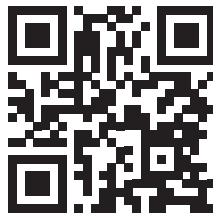
Bachelor of Arts Degree

Trenton State College (The College of New Jersey)

Major: Advertising Design

AWARDS

- JASPER Award - Sesame Place Brochure
- CAMA Award - Sesame Place Booklet
- Philly Gold Award - Wegmans Van Wrap
- SAM Award - Beazer Homes Brochure
- MAME Award - Brookfield Homes Brochure
- SAM Award - Best Billboard
- SAM Award - Best Logo Design
- CAMA Award - Wegmans Windows



**PORTFOLIO
WEBSITE**