



Profile

Creative and detail-oriented graphic designer adept in print production, web design and development. Resourceful, calm under pressure, sensible, and comfortable working with all levels of talent and leadership. Versed in Adobe Creative Suite, CMS, HTML, CSS, Dreamweaver, and MS Office. Core strengths in typography, organizing complex documents, prepress, and overseeing branding and identity.

Experience

Web and Graphic Designer, ZINK Imaging, Inc., 2012–2013

(Developer of Zero Ink™ digital printing, hAppy™ Smart App Printer, and ZINK Design & Print Studio™ app.)

- Designed and produced packaging, digital photography, user guides, and product applications.
- Developed digital library of more than 7,500 images for in-app purchases of art, fonts, and backgrounds.
 - Managed assets via Drupal-based CMS, iTunes, Google Play, and Amazon mobile-app distribution sites.
- Contributor, designer, and copy editor for the *Idea Book* that contains business and craft applications, project directions, and instructions for using the printer and app.
- Contributed to product development and testing, CMS implementation and usability feedback, on-camera talent for infomercials and product demos, copywriting, editing, and social media marketing.

Web Design and Development Certification, Boston University Center for Digital Imaging Arts, 2011

- Completed full-time program in techniques, tools, and standards for website creation and development.
- Design lead for the redesign of a special needs education provider's website that resulted in:
 - Custom-themed WordPress site that resolved technical concerns about updating content.
 - Analysis and reconfiguration of content and charts for easier comprehension and usage.
 - Enhanced presence and visibility among key stakeholders and the educational community.

Art Director, HCPro, Inc., 2005–2010

(Publisher of regulatory and compliance books, newsletters, and e-products for the healthcare industry.)

- Project lead for redesign of 60 monthly newsletters resulting in standardized templates and style sheets that enhanced product quality, shortened production cycles by 40%, and improved mailing schedules.
- Collaborated with stakeholders to identify business and editorial needs for the transition of brand acquisitions within the nursing, long-term care, and managed care markets over to the corporate standard.
- Achieved 30% cost savings and maintained print quality for book covers by organizing and managing RFP's to assess 18 vendors that resulted in a switch to digital printing.
- Realized a 33% savings on freelance expenses and turnaround times for book cover designs by creating templates and brand identity elements for different market segments.

Principal/Graphic Designer, SD Creates, 2003–2005

(Full-service design, production, and project management firm.)

- Designed and produced books, newsletters, direct marketing mailers, and infographics for publishing, technology, and financial service clients.
- Raised awareness of auto dealership located in the competitive Route 9 Framingham corridor by designing a full-color folder and sales sheets highlighting expanded facilities and customer-focused services.

Creative Services Manager, Creo (acquired Scitex), 1995–2003

(Developer of software and hardware technology for pre-press production and print management.)

- Collaborated with global teams to design and produce attention-getting and on-brand product promotions for award-winning industry tradeshow and exhibits, sales tools, signage, and advertising.
- Maximized design resources and shortened project timelines by establishing close working relationships with Israel- and Canada-based corporate marketing communication and design teams.

Education

- **Advanced Web Design Certification, 2011.** Boston University Center for Digital Imaging Arts
- **BFA Visual Design with concentration in photography.** University of Massachusetts, Dartmouth