



QUALIFICATIONS

Highly creative and multi-talented designer with extensive experience in print and web design for 10+ years. Trained by very talented and accomplished professionals within the industry. Had the privilege of working for international companies such as; Shell Oil, BP, Tyco Health Care, Pearson Education/Longman and Bosch Automotive. Helped these and many other companies to ensure that their global brand is applied successfully to various mediums. Accomplished this by paying extreme attention to detail, understanding the marketing needs of clients and by a never ending urge for improvement and learning.

An expert on Adobe applications, which includes Photoshop, Illustrator, InDesign and Acrobat. When design met with application and the definition of a graphic designer was extended to the web in 2000, entered into web design and learned HTML, Javascript, Flash, ActionScript, Css, Xml, Php and MySql. To answer to the constantly growing demand, vigorously followed the developments in web design, including search engine optimization (SEO), e-commerce and content management systems (CMS). Tools of trade are not limited to softwares, operating systems and computer brands. Having worked with professional photographers, built a keen interest in digital photography and used what was learned in several projects for clients. Additionally; worked in broadcasting for four years before transferring to graphic design, as a scenario writer, actor and art director, which gave the ability to tell a story in design and execute it within limited budgets and deadlines.

Can utilize multiple skills in design and hands-on experience in the field for any project assigned to. A hard working individual that gives each project at hand the same attention, whether it is a small retail shop on the corner or a global corporation that has offices in 30+ countries.

Creative experience in the following:

PRINT

- » Logos & Business Cards
- » Stationery
- » Catalogues & Brochures
- » Newsletters & Flyers
- » Posters, Billboards & Signs
- » Post Cards & Direct Mailing

WEB

- » Web Site Design
- » Web Site Maintenance
- » Flash Animation & Interactivity
- » Search Engine Optimization
- » Web Graphics Optimization
- » CSS Design

MULTIMEDIA

- » Digital Photography
- » Retouching
- » Audio/Video Editing
- » UI Design
- » CD/DVD Cover Design
- » PDF Creation

TECHNICAL PROFICIENCY

Platforms : MacOS, Windows, Linux (Desktop Editions)

Applications : Adobe Creative Suite [Photoshop, Illustrator, InDesign, Acrobat], Adobe/Macromedia Web Studio [Flash, Dreamweaver, Fireworks], QuarkXpress, Macromedia Freehand, Microsoft Office [Word, Excel, Powerpoint], Audacity, Ulead DVD Factory



PROFESSIONAL EXPERIENCE

Freelance Graphic Designer, Web Developer | Providence, RI | 2005 - Present

Worked closely with various clients in RI, MA, CT and NY to create vision, conceived designs, planned budgets, and consistently met deadlines. Coordinated vendors to meet all project requirements.

Key Achievements:

- » Created a full marketing package for Elite Dental Care, including an elegant Adobe Flash web site that ranks #1 in the search engines. Designed business cards, letterhead, envelope and a brochure, shot various images to be used in these marketing materials. Worked closely with Dr. Amjad Kinjawi to ensure the marketing needs for his practice are fulfilled.
- » Designed and developed a unique web site for Mulholland Audio/Video using multiple web applications such as; Flash, XML and Php integration, video and audio presentation. Re-designed the logo and business cards, along with flyers and pdf forms to establish a solid brand identity.

Clients:

Elite Dental Care | Franklin, MA | www.franklinelitedentalcare.com

Mulholland Audio/Video | Seekonk, MA | www.mulhollandaudiovideo.com

Highland Associates Consulting & Education | Dartmouth, MA | www.highlandace.com

Southwest Passage | Providence, RI | www.southwestpassage.net

The Application People LLC. | New York, NY | www.thelaurelapp.com

Opal Data Technologies | Providence, RI | www.opaldata.net

Mattress Express | Providence, RI | www.mattressexpressri.com

Francis Michaels Hair Salon | Providence, RI | www.francismichaels.com

Data Integration Management Company | Cumberland, RI | www.dataimc.com

Blackstone Providence | Providence, RI | www.blackstoneprovidence.com

School Market Research Institute | Haddam, CT | www.smriinc.com

The Providence Journal | Providence, RI | May - December 2006

Contract Graphic Designer, Photographer, Web Designer

Acted as the sole designer of projoHomes On The Go and projoJobs On The Go magazines, transferred the print designs to web sites, assisted the editor on finding articles, provided photography for the magazines and the company's subsidiary; cars.com.

Key Achievements:

- » Completed the projects within deadlines.
- » Provided new sales revenue for the client.

Designature, Corp. | San Diego, CA | 2002 - 2005

Co-Founder

Successfully managed and coordinated graphic and web design projects from concept through completion. Networked to expand the clientele base. Managed all operational, strategic, financial, quote/bid and administrative functions.

Continued...



Key Achievements:

- » Won the bid for Biogen | Idec bid for seminar materials.
- » Designed brand and stationery for a new start-up company; Lending Executives.
- » Created Golden Web Award winning web site for Chocotrella Inc.
- » Featured in Macworld April 2002 issue.

Clients:

Lending Executives | San Diego, CA | www.lendingexecutives.com
Biogen/Idec | San Diego, CA | www.biogenidec.com
Massage for Life | San Diego, CA | www.robertsmassage.com
Selam Airport Transportation LLC. | San Diego, CA | www.selamlimo.com
Chocotrella Inc. | New York, NY | www.chocotrella.com (not available)

Ata Advertising | Istanbul, Turkey | 2001 - 2002

Founder

Efficiently managed the company and it's international client's print and online marketing campaigns. Achieved solid success directing and implementing broad range of revenue generating design projects, from conception to launch.

Key Achievements:

- » Successfully completed multiple projects for Pearson Education/Longman, budgeting up to \$100,000. Received compliments from the World Wide CEO of the company.
- » Created and directed multi-million dollar revenue generating promotional campaigns for Shell Oil, BP and Tyco Plastics.

Clients:

Pearson Education/Longman | Istanbul, Turkey | www.pearsonlongman.com
Shell Oil | Istanbul/Turkey
BP | Istanbul, Turkey
Tyco Plastics | Istanbul, Turkey

Turek | Istanbul, Turkey | 2000 - 2001

Art Director

Managed and coordinated graphic design projects from concept through completion. Coordinated with the Executive Director on selection of papers, inks and various outside sources / purchases essential to project completion. Reviewed all production materials on key projects and provided signature authority; managed operational, strategic, financial, bid review, staffing, and administrative functions.

Key Achievements:

- » Cut business losses due to errors in proof reading.
- » Established quality standards to deliver high quality print campaigns .
- » Successfully created a marketing campaign to bid on a Turkish pharmaceutical giant; Abdi Ibrahim.

Clients:

Tyco Health Care | Istanbul, Turkey

Continued...



Bosch Automotive | Istanbul/Turkey
Massey Ferguson | Istanbul, Turkey
Saran International | Istanbul, Turkey
Abdi Ibrahim | Istanbul, Turkey
MAKO (Fiat Parts Distributor) | Istanbul, Turkey

USP | Istanbul, Turkey | 1998 - 2000

Graphic Designer

Created new design themes for marketing and collateral materials. Supervised the production of print and promotional items for key clients under direction of the President.

Key Achievements:

- » Designed a newspaper advertisement campaign for the coalition of Propane Companies in Turkey to lobby against a blockade banning the usage of natural gas in cars, which was imposed by the government. The ban was pushed and financed by the oil lobby. The campaign succeeded and the government lifted the ban. This effected millions of cars running on air polluting gas to natural gas. The move reduced the air pollution, and forced oil companies to offer natural gas in their stations.

Clients:

Demiroren Group | Istanbul, Turkey
Dem-AI | Istanbul/Turkey
Ata College | Istanbul/Turkey

REFERENCES

John Hazard | The Providence Journal / Editor (Retired) - Highland Associates / President | Providence, RI
Phone: 401.447.8704 | E-mail: jhazard5@gmail.com

Harriet Rantoul | The Providence Journal / Ad Representative | Providence, RI
Phone: 401.277.7185 | E-mail: hrantoul@projo.com

Amjad Kinjawi | Elite Dental Care / Owner | Franklin, MA
Phone: 508.520.7270 | E-mail: akinjawi@hotmail.com

Jeff Mulholland | Mulholland Audio/Video / Partner | Seekonk, MA
Phone: 508.336.6464 | E-mail: jeff@mulhollandaudiovideo.com

Gayle Gertler | Southwest Passage / Owner | Providence, RI
Phone: 401.751.7587 | E-mail: ggertler@southwestpassage.net