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EXPERIENCE

Starpoint Solutions LLC, a Yoh Services LLC company | New York, NY

GRAPHIC DESIGNER | February 2013 – 2018

Starpoint's sole in-house designer. Leads the design initiative across all digital, print, and social materials/experiences.

Branding: Develops and maintains company branding. Assesses current trends; modifies branding, design, and updates across all materials.

Print: Creates marketing materials (Brochures, Datasheets, Client Pitches/Presentations, Flyers, Ads, Premiums). Evolves materials as content changes and company grows.

Website: Designs (Sitemap, Wireframe, Page Layout), builds (HTML, CSS), and manages three corporate websites. Leads corporate site redesign including creating CMS templates, sitemaps, wireframes, and designs. Directs the IT development team. Redesigned Starpoint's internal Web-based back-end operation/accounting system using Joomla and IntelliJ IDEA.

Social Media: Manages and designs social media pages (Twitter, LinkedIn, Facebook, Google+). Curates content, creates graphics, and schedules daily posts via HootSuite. Monitors and engages with social network. Aligns posts with relevant events and company news across all offices.

Events: Creates promotional materials for events and job fairs including custom handouts, table signs, ads, premiums, e-mail campaigns, and brochures.

Internal Communications: Produces Starpoint's monthly 30+ page employee newsletter's templates, layouts, and graphics. Designs internal e-mail blasts, invites, and office posters.

Skills: Creative Direction, Concept Development, Graphic Design, Print Design, Web Design, Corporate Identity, Branding, Marketing, Copywriting, Editorial, Social Media, SEO

Tools: Adobe Creative Suite [Photoshop, Illustrator, InDesign, Dreamweaver], HTML, CSS, Joomla, IntelliJ IDEA, Git, Microsoft Office [PowerPoint, Excel, Word]

Swellbox, Virtue Health, LLC | Westchester, NY

FREELANCE GRAPHIC DESIGNER | October 2012 – February 2013

Designed website & mobile app for this Healthcare IT start-up.
Worked closely with the co-founder and website developer.

RWJBarnabas Health | West Orange, NJ

GRAPHIC DESIGN INTERN | July 2011 – September 2011

Produced web design concepts for the company's internal design and marketing team.

AWARDS

ASA Genius Award Honorable Mention | 2017

Starpoint Solutions' Internal Newsletter

Unsung Hero Award | 2015

Starpoint Solutions employee recognition

Student to Watch | 2012

GD USA Magazine

Typeface "Drone On" Published | 2012

Mastering Type: The Essential Guide to Typography for Print and Web Design

Exhibited in Design Lab | 2012

Academy of Natural Sciences, Philadelphia, PA

Third Place in Top 5 Senior Portfolio | 2012

Jefferson University (Philadelphia University)

Top 10 in Self Promotion Competition | 2012

Jefferson University (Philadelphia University)

Top 10 in Energy Works Design Competition | 2011

Jefferson University (Philadelphia University)

SKILLS

Adobe Creative Suite

Corporate Branding

Print Design

Typography

Web Design

Digital & Film Photography

EDUCATION

Jefferson University (Philadelphia University), Philadelphia, PA

Bachelor of Science

Major in Graphic Design Communication

Honors: Distinguished Honors Scholar, Cum Laude

Dean's List Fall 2009 – Spring 2012