

PROFILE

Highly creative and multi-talented, diversified Senior Graphic Designer with 20 plus years of experience. Worked in areas of pharmaceutical and medical device manufacturing industries, retail hardware; financial; home improvement and automotive industries.

Core competencies: include creating brand identity, package design, point of purchase materials, marketing collaterals and tradeshow displays for leading national and international retail pharmacies, pharmacy wholesalers, private labels, medical products distributors, mail-order suppliers and Healthcare medical devices. In addition, established an in-house Art Department on arrival.

SKILLS

- Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign)
- 3D & 2D renderings (ESKO)
- Print Design (Brochures, Posters, Sell Sheets, Tradeshow Displays and signage)
- Illustrations, Infographs, logos and Typography
- Web Banners
- Mock-ups
- Microsoft Office
- PowerPoint

EXPERIENCE

Trividia Health, Inc., Senior Graphic Designer

2000 - Present

Created and managed branded, co-branded and private label package design, marketing, 3-dimensional packaging, and trade show graphic design projects from concept through completion. Generating quick, flexible and efficient results for Marketing Department.

- Generated engaging media and marketing content through logos, typography, brochures, sell sheets, presentations, animated web banners, 3D renderings and photography; using Adobe Creative Suite.
- Established new 3D rendering software in Graphics Department (ESKO), which generated savings of \$50,000 plus per year in outsourcing cost.
- Worked closely with Marketing Department to create in-house Graphic Department on arrival.

Sunbeam Corporation Graphic Designer - Trade Development

1999 - 2000

- Created private label packaging, point of purchase displays and merchandise, coupons, mock-ups, renderings and trade show signage for Sunbeam; and sister companies Coleman, Oster, Eastpack and First Alert's Graphics Department.
- Partnered closely with major clients (Home Depot, Walmart, Target) and department teams to develop private label package design, marketing, trade show graphics and mockup design projects from concept through completion.

Broward County Public Schools Graphic Arts Graphic Designer - Client Relations

1994 - 1999

Complete concept and production of print media, display and construction for administration and all the 241 public schools in Broward County; the 6th largest public school system in the nation.

Gallaspy & Lobel Advertising
Senior Graphic Designer

1994

Complete advertising and production of print media for this full service agency specializing in automotive, retail and the food service industry. Designed and produced concepts for all printed collaterals.

Leon Shaffer Golnick Advertising, Inc.
Graphic Designer - Assistant Art Director

1988 - 1994

Complete production of print media for this full-service agency specializing in financial, medical and automotive advertising (annual revenue of more than \$250 million). Designed layouts, TV story boards, custom illustrations and corporate identities.

La Strada Manufacturing
Art department Manager

1985 - 1988

Managed art and production departments in the complete manufacturing of original custom home furnishing, including concept and implementation of various design and finishes.

EDUCATION

Art Institute of Fort Lauderdale

Associate of Science Degree in Advertising Design

AWARDS

Graphic Design USA Award 2013

- American In house Design Award
Medicare Part B Support Program

Juvenile Diabetes Research Funding 2006, 2007 and 2013

- 1st Place Design Award for T-Shirt and signage

Broward Walk To Cure Diabetes

- 1st Place Design Award for T-Shirt

Employee of the Month Award - Trividia Health Inc.

- September 2003, April 2007 and May 2010

