

EXPERIENCE

SENIOR DESIGNER – TINY PRINTS, 2010 to Present

- Function as the keeper of the brand visual language. Manage a team of in-house designers and photographer on multiple projects across different media channels for Tiny Prints, Tiny Prints Greetings, Tiny Prints Corporate and Wedding Paper Divas in order to ensure visual consistency and improve visual standards.
- Provide art direction, design and production when needed on multiple projects for both online and print.
- Coordinate seasonal product photo shoot and hire stylists to collaborate onsite.
- Provide visual materials to support the business development team for partnership acquisition
- Interface with supervisors, business team, marketing team and merchandising team to bring projects to completion.
- Collaborate with team members from other departments to better the creative workflow and improve efficiency.
- Projects include: *Website re-design and maintenance updates (for Tiny Prints, Tiny Prints Greetings, Tiny Prints Corporate and Wedding Paper Divas), Seasonal campaign style guides, Marketing collateral, Print ads, Partnership micro site, Packaging, Further develop the look and feel from holiday style guide to all design applications across different channels.*

ART DIRECTOR / SENIOR DESIGNER – TWO WEST / MELANIE PAYKOS DESIGN, 2007 to 2010

- Provided art direction and performed as design lead on various projects.
- Coordinated pre-press file preparation in-house and with printers.
- Provided visual materials to support internal sales and business development team for outbound efforts.
- Mentored interns and junior designers on various design projects.
- Projects included: *The Coffee Bean and Tea Leaf, Scholastic Goosebumps style guide, The Producers Guild of America "Produced By" conference 2009 identity, FedEx United Way 2007 Campaign press kits and collateral, Two West marketing materials and website, Kodak On Film print ad, Kathy Ireland Home by Alta, Animal Planet Campaign Development and Miller Lite Campaign Development.*

DESIGNER – IGNITED LA, 2006 to 2007

- Conceptualized and designed logos, packaging, collateral and promotional pieces, both as a project design lead and collaborator.
- Coordinated pre-press file preparation with studio production artists.
- Interfaced with print production manager and attended press checks.
- Art directed photo shoots and illustrations.
- Presented work to clients and address their feedback.
- Projects included: *Sony Latin America catalogs, EA Mobile press kits and collateral, Marvel Ultimate Alliance Gold Edition video game packaging, Pause public service campaign logo for Fox network and Kaiser Family Foundation, Ignited Minds self-promotion pieces, Rose's Cocktail Infusions collateral components and branding and packaging design for start-up gourmet chocolate maker.*

DESIGNER – DESIGN TONIC, 2005 to 2006

- Provided art direction and design for collateral pieces.
- Prepared pre-press files for production.
- Clients included: *MAGIC International Fashion Tradeshow.*

PRINT – REGIONAL DESIGN AWARDS, 2007

Self-Promotion: New Media Dictionary published 11/07 Annual

ADDY – LA, 2007

Advertising Industry Self-Promotion: Cards/Invitation, The Office Flame

THINKLA – ADVERTISING UNIVERSITY GRADUATE PROGRAM

Courses included: *Client Expectations, Interviewing Skills, Understanding Big Picture Aspects of the Company, Management 101, Performance Evaluations and Managing Up.*

THE ART INSTITUTE OF CALIFORNIA – LOS ANGELES

Bachelor of Science Degree in Graphic Design, 2005. Full merit scholarship.

Typography, Layout Design, Packaging, Branding, Website Design, Concept Design, Illustration and Exhibition Design

EXPERT IN: Illustrator 10/CS+, In Design CS+, Photoshop 7.0/CS+, Quark XPress and Microsoft Applications

Available Upon Request

AWARDS

EDUCATION

SKILL SET

COMPUTER SKILLS

REFERENCES