**Andrew Fumagalli**

**Graphic Designer / Email Developer**

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**Technical Qualifications**

• Expert in Adobe Creative Suite and similar software used for layouts, UX Design, gif animations, artwork and logo creation in both vector and bitmap graphics.

• Expert in small and large format print design with thorough understanding of printing processes, color models and materials.

• Strong HTML and CSS abilities specifically concerning email development best practices such as tables, inline CSS, and MSO conditionals.

Applied Bioplastics, Austin, TX, USA

**Contract Email Designer / Email Developer** September 2022

* Designed an Indication of Interest campaign using industry standards such as Adobe Photoshop, Illustrator, and Figma to assist in quick layouts, proofing, and exports.
* Developed the newly designed emails using mobile-friendly and responsive HTML and CSS with added progressive enhancements including gif animations and dark mode optimization.

57West Capital Investors, Austin, TX, USA

**Freelance Graphic Designer** November2021 - January 2022

* Conceptualized and consulted with the Marketing Director both in-person and remotely on the direction of the 57West brands including web design, logos and digital assets.
* Utilized Adobe InDesign, Illustrator, Photoshop and Blender to rebuild an informative digital and print brochure which emphasized strong imagery, intelligent layout and 3D graphics in accordance with the 57West brand.

FastSigns, Austin, TX, USA

**General Manager** October 2020 - November 2021

* Modernized the franchise and introduced a new CRM system and trained employees on its use while positively shifting the culture resulting in up to 200% increase of monthly sales and new long-term clients.
* Mediated conflict between employees and guided communication to assist staff in handling challenging clients.
* Designed and produced complex architectural signage, vehicle wraps, and dimensional lettering with consideration for the next team in the flow of production.
* Worked with third party vendors to produce print materials and signage systems such as retractable banners, stationery, merchandise and fabric prints.

Rocket Banners, Austin, TX, USA

**Graphic Designer / Office Manager** September 2013 - May 2020

* Worked directly with clients via email, in person and over the phone, translating their design needs into digital graphics while overseeing the production of signage to meet critical deadlines.
* Introduced sign building techniques which increased productivity and updated the email workflow allowing greater organization for sales and design.

SXSW Conference and Festivals, Austin, TX, USA

**Seasonal Signage Coordinator** March 2012 - March 2019

* Began as a volunteer and quickly promoted to a paid staff position.
* Formed a new and improved “Event Signage” crew along-side the SXSW Art Department.
* Designed signs using InDesign and ensured quality products for all SXSW crews prior to and during the festival while managing volunteers and staying ahead of multiple deadlines daily.

FastSigns, Austin, TX, USA

**Production Designer** January 2011 - January 2013

* Designed and fabricated custom signage under strict deadlines using a variety of production methods and became proficient in large format printing technology and software.

Gray Hawn Photography, Austin, TX, USA

**Freelance Photo Editor** September 2011 - July 2012

* Worked closely with world renowned photographer Gray Hawn enhancing and retouching portrait and fine art photography using Photoshop and Lightroom.
* Created all email ads and marketing materials to promote special events and seasonal deals.

Onion Creek Productions, Austin, TX, USA

**Contract Art Director** February 2010 - October 2011

* Strong collaboration and creative abilities helped create brand, logo and digital assets for the 3rd Annual UTOPiA Fest Music Festival which are still used in present day.
* Worked closely with the production team in building an inclusive and fun festival in the Texas Hill Country featuring over 25 artists and two stages over two days.

QuikPrint, Austin, TX, USA

**Customer Service Representative** July 2010 - January 2011

* Assisted over 30 accounts daily via phone, e-mail and in person to ensure client’s stationery needs were met by directing production or taking over printing, collating and finishing jobs.

| **Education + Training** |
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South Plains College

**Design Communications - Associate of Applied Science**

Introduced to basic competencies and knowledge required for entry into the graphic arts field.

Training was production-oriented with emphasis on print media, web design, video graphics,

multimedia presentation and a specialization in art.