GINELLE DEANTONIS

GRAPHIC DESIGNER

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EDUCATION

2017 — ***FRONT-END WEB DEVELOPMENT CERTIFICATION | GENERAL ASSEMBLY***
San Francisco, CA

2010 — ***B.S. COMPUTER GRAPHICS & NEW MEDIA | JOHNSON & WALES UNIVERSITY***
San Francisco, CA

TECHNICAL SKILLS

- Illustrator
- Photoshop
- InDesign
- Sketch
- HTML
- CSS
- Javascript
- Marketo

EXPERIENCE

2018 – NOW — ***FREELANCE GRAPHIC DESIGNER | GINELLE DEANTONIS DESIGNS***
San Francisco, CA

- Work with multiple clients on projects including: branding, website design, UI design, email design/development, marketing and sales collateral, advertisements, print design, etc.

2014 – 2018 — ***MARKETING & WEB DESIGNER | YESWARE***
Boston, MA / San Francisco, CA

- Responsible for all marketing design and developing brand guidelines as the sole designer on an in-house marketing team.
- Collaborated with the team to execute a full rebrand in which I contributed a new brand identity and website redesign, resulting in a 23% increase in the website conversion rate.
- Learned HTML/CSS to be able to custom code our marketing emails and make updates to the website. Completed a 10-week Front-End Web Development course at General Assembly to enhance these skills.
- Project-managed and implemented a redesign of Yesware's blog which lead to 9% month-over-month growth in new trial revenue.
- Consistently conducted experiments on our website and emails to be aware of what performs best.

2011 – 2014 — ***PRINT & PACKAGING DESIGNER | FIRST ACT***
Boston, MA

- Designed trendy product graphics and exciting packages for musical instruments that are sold at major retailers such as Walmart, Target and Toys"R"Us. Partnered with major brands that include Disney, Nickelodeon, Sesame Street and Hello Kitty.
- Collaborated with an in-house creative team as well as an international production team to manage color, quality, and strict deadlines.