

Geraldine Callegari

Graphic Designer

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► 908-917-4871
► geraldine-designs.com

EDUCATION

Bachelors in Fine Arts: Graphic Design
Robert Busch School of Design at Kean University

DESIGN SKILLS

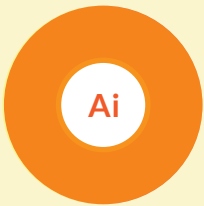
Editorial Design, Branding & Visual Identity Design, Advertising Concepts, Promotional Design, Package Design, Visual Design, Social Design, Concept Development, Mobile App Design, Motion Graphics, UX Design, Illustration, Conceptual Thinking, Print Design, Presentation Design, Color Theory, Typography Infographics Development, Storyboards, Usability Research

TECHNICAL SKILLS

Adobe Illustrator: 100%

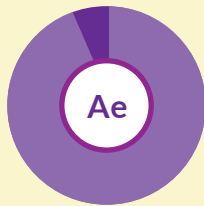
Adobe Photoshop: 100%

Adobe Indesign: 100%



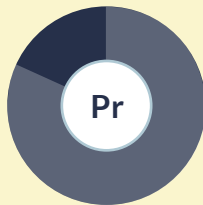
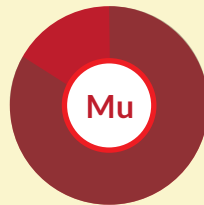
Adobe After Effects: 90%

Adobe Dreamweaver: 85%



Adobe Muse: 85%

Adobe Premier Pro: 80%



AWARDS AND HONORS

2012 Lambda Alpha Sigma Academic Honors
2011 Kean University Foundation Award
Shaffer-Koros College of Visual and Performing Arts
2011 Honor Society of Phi Kappa Phi
2nd Place for Undergraduate Term Paper
2011 Thinking Creatively Conference

PROFESSIONAL EXPERIENCE

October 2015 - Present Graphic Designer Blinds To Go

- Solely responsible for implementing new marketing strategies
- Responsible for designing all website landing pages, including creating images; led to an increase of 50% in click conversions
- Handle all content in marketing emails through subscription services; led to an increase of 80% in click conversions
- Perform email data analysis while maintaining an up-to-date newsletter; led to an increase in sales of 50%
- Aid in rebranding company theme, logo and website
- Innovate designs of every new product release and product launch
- Provide mockups, previews and presentations illustrating potential graphic design directions for the marketing manager
- Produce wireframes and UX designs for multiple product apps
- Conceptualize, design and produce different kind of marketing materials including catalogs, print ads, store graphics and newsletters
- Development of the annual promotional calendar of emails and sales
- Exceeds all corporate branding guidelines when preparing graphics
- Work with print vendors to obtain quotes and discuss production options

May 2015 - May 2016 Marketing Assistant Inetsoft

- Conceptualized and designed logos, infographics, datasheets and online graphics to support marketing objectives; led to an increase in sales
- Posted and interacted on social media for marketing research purposes; led to a stronger online presence and a larger focus on social media
- Created design themes, graphics, and tutorial videos for marketing and sales presentations
- Created storyboards that depicted the script and narrative
- Developed the timing and pace of animation video tutorials to ensure it followed the soundtrack and video requirements

February 2015 - October 2015 Marketing Associate Merolatile

- Supported production of various proposal volumes under tight time constraints; met every deadline with praise from superiors
- Set up and enhanced all social media accounts; led to a positive increase and larger focus on social media presence
- Contributed ideas during strategic and conceptual brainstorming sessions; led to surpassed business goals and objectives
- Created and modified packaging visualization for Home Depot; helped to build a stronger business relationship
- Built mockup packaging including retail boxes, sleeves, printer inserts, shrink-wrapped packages, blister cards, display trays, etc.
- Designed and installed all artistic advertising signage

October 2014 - January 2015 Packaging Designer Duck River Textile

- Conceptualized, designed and developed packaging and display structures from the idea stage to completion; led to an increase in sales for the products I designed
- Reworked on existing packaging designs for cost reduction and assembly process improvement; led to a more streamlined process

June 2013 - September 2013 Graphic Design Intern Pen of America

- Was in charge of scanning, retouching, color correcting, doing print layouts and digital image management; resulted in an increase in sales and new business clients
- Processed and formatted photos for company's website; edited more than 300 photos a day

June 2012 - August 2012 Graphic Design Intern Goddess Magazine

- Played a key role on the team by completing different layout pages
- Collaborated with the team to complete any missing assignment