



Motivated, organized, conceptualizing graphic designer with strong visual communication skills and management experience, who constantly strives to improve while exceeding expectations, seeks a full time position.

## EXPERIENCE

**Howard Design Group** | Princeton, NJ | 2014 - Present

### *Senior Designer*

Work in team environment to conceive and develop a wide variety of projects from branding, print, web, marketing, advertising, social media campaigns and POP for clients ranging from education, retail, finance and private industry. Responsibilities include concept, design, production and client interfacing.

**Proforma AYR Graphics & Printing** | Roselle Park, NJ | 2004 - 2014

### *Art Director*

Create high impact designs, which include, but are not limited to corporate identity, product literature, posters, newsletters, brochures, catalogs, print and web advertising, direct-mailers, trade show graphics and email campaigns. Responsibilities include: client relations; conceiving, developing and presenting concepts to clients; art and web production; project management; photo retouch; pre-flighting print files; obtaining client approvals; inspecting printer proofs for errors and color correction; managing junior designers.

Implemented time tracking of production which helped maintain profitable billing. Gained extensive experience dealing with clients and managing multiple projects.

**Medical Alarm Concepts, Inc.** | King of Prussia, PA | 2009 - 2011

### *Freelance Graphic Designer*

Work directly with marketing director in brand development. Designed print and web advertising, print collateral, trade show graphics, product identity and packaging. Responsible for consistency and brand adherence in online presence and marketing material.

**Fire Ant Creative** | Bethlehem, PA | 2001

### *Freelance Graphic Designer*

Design print and web material. Responsible for conceiving, developing and presenting concepts to clients; art direction.

**GSSP, Inc.** | Union, NJ | 1993 - 2004

### *Graphic + Web Designer*

Developed designs for web sites, promotional material and custom screen printing; supervision and verification of production details; job scheduling and tracking.

Implemented pre-press check and client approval system, which substantially reduced production errors and increased productivity.

Conceived and initiated Splash, a subdivision of GSSP, Inc., specializing in web site design and development.

## EDUCATION

**Kean University** | Union, NJ | 1988 - 1992

Bachelor of Fine Arts, Visual Communications specializing in Graphic Design.

**Northampton Community College** | Bethlehem, PA | 2001 - 2002

Attended classes in the web design and technology program.

## SKILLS

InDesign + Illustrator + Photoshop + Dreamweaver + Wordpress + CSS + HTML

## AWARDS

New Jersey Builders Association, Best Community Logo, 2007

## ANNEMARIE DODENHOFF GRAPHIC DESIGNER

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