



ANDY O

GRAPHIC DESIGNER



UPSTATE NY



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ANDY-O.COM

Designer with an eye for consistency, iteration, and attention to detail. Nearly a decade of experience managing creatives with skills in graphic arts, and web design. Looking to use these skills for a role in digital design—including motion graphics, web, and UX—as well as to help a company thrive and build its creative marketing and brand.

SKILLS



PHOTO EDITING/RETOUCHING
ILLUSTRATION & ANIMATION
MOTION GRAPHICS & 3D
HTML, CSS, CMS
WIREFRAMING & USER FLOW

EDUCATION

CLASS OF 2010
BACHELORS IN GRAPHIC DESIGN



TRAITS

• EXCELLENT TIME MANAGEMENT
• ABLE TO PERFORM WELL IN AGILE SETTING.
• ABLE TO MULTITASK
• ADEPT AT ADAPTING TO FIND THE SOLUTION TO THE PROBLEM.

EXPERIENCE

Visual Designer

Bags Unlimited Inc. / Rochester, NY / Aug. 2013 – Jan. 2019

Tasked with creating all visual content for brand. This included brand guidelines, deliverables across all channels for web, social media, and print. Designed product labels, packaging mockups, and product related literature. Facilitate design concept changes and reviews working closely with products manager & marketing team. In addition I was responsible for the creation and management of the company blog.

- Design digital and print communications, social media campaigns, emails, brochures, sale-sheets, and company catalogues for customer engagement.
- Design product packaging, including product sheets, box art, and labeling.
- Develop creative assets and brand guidelines for marketing channels.
- Create product-related literature, such as instruction illustration and product photography.
- Manage company blog through WordPress, actively engaging visitors and maintaining its visual aesthetics.
- Oversee screen printing pre-press and emulsion preparation.

Junior Designer

Iceberg Creative Inc. (Now Tre Native) / Atlanta, GA / Aug. 2010 – Aug. 2011

- Work closely with Creative Team to design brand advertising and marketing materials to ensure consistent company narrative and voice.
- Create print-ready layouts for various promotional material for various vendors and clients.