

Ellie Nigretto

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HAVE AN IN-DEPTH UNDERSTANDING OF THE MECHANICAL REQUIREMENTS OF BOTH PRINT AND WEB WITH THE ABILITY TO QUALITY CONTROL WORK

SKILL SETS

- 8+ YEARS OF DESIGN EXPERIENCE WITH A HISTORY OF ACHIEVEMENTS FOR A VARIETY OF INDUSTRIES PROVIDING SOLUTIONS FROM LOGOS TO ADS
- ABILITY TO THINK STRATEGICALLY AND PRODUCE HIGH-IMPACT GRAPHICS
- SUPERIOR ATTENTION TO DETAIL WHILE BALANCING MULTIPLE PROJECTS

PROFESSIONAL EXPERIENCE

ABACUS GRAFIX 2003 – PRESENT

GRAPHIC DESIGNER/OWNER/FREELANCER

Excellent interpersonal communication skills and the ability to work with clients to effectively meet their needs and deadlines. Develops interactive and print creative concepts and design solutions for advertising, marketing and promotional material. Projects include brand recognition, meeting collateral, logo design, book and journal covers, album and CD design, and advertisements. Clients include: Springer Publishing, FRC Communications, Truth Serum Marketing, and Morant Information Systems.

DOOR AND HARDWARE INSTITUTE (DHI), CHANTILLY, VA 2008 – 2010

ASSOCIATE CREATIVE DIRECTOR

Formulated and executed dynamic, innovative and industry-defining art concepts for various communications media. Worked directly with membership and external audiences to help define challenges and goals that increased membership. Responsible for taking photos of offsite education sessions resulting in stock images for brochures. Mentored a junior designer to help her take a business approach to client problem solving: i.e. develop concepts based on solid marketing objectives and strategies.

NATIONAL ASSOCIATION OF CHAIN DRUG STORES (NACDS), ALEXANDRIA, VA 2004 – 2008

GRAPHIC DESIGN MANAGER

Brainstormed marketing ideas, and concepts with internal marketing teams of ten to 20 people that drove brand recognition. Designed and managed six targeted and time-sensitive conference promotions including over 100 additional printed and digital projects which increased attendance by 15%. Directed and mentored junior designers and freelancers.

EI COMMUNICATIONS 2002 – 2004

FREELANCE IN-HOUSE PRODUCTION ARTIST

Duties included, photo research and desktop publishing, for various external client publications.

AQUENT STAFFING, RESTON, VA 2001 – 2002

E-Group Inc., Reston, VA

LONG TERM GRAPHIC DESIGN CONSULTANT

Designed, rendered, and provided photography support of 3-D modeling mockups for new product lines of award incentives that created corporate recognition experiences for employees of a variety of organizations, including GEICO, NRA, Mobil Oil and ASAE.

AMERICAN TECHNOLOGY SERVICES INC., FALLS CHURCH, VA 1999 – 2001

WEB DESIGNER

Developed and designed new web interfaces, layouts and site graphics using Photoshop, Fireworks, HTML and Flash. Partnered with onsite software engineers to develop the database, MS SQL Server 7, and Active Server pages for the community section of the Arlington County Web Site. Lead client presentations; obtained client approval by presenting final layouts, responded to client commentary and requests.

PROFILES STAFFING, WASHINGTON, DC 1998 – 1999

MITRE Center for Advanced Aviation System Development (CAASD), Vienna, VA

FREELANCE GRAPHIC DESIGNER

Collaborated with department heads to define and update internal media. Designed proposal covers, brochures, diagrams and maps.

SOCIETY OF NUCLEAR MEDICINE (SNM), RESTON, VA 1988 – 1998

DESKTOP PRODUCTION ARTIST (1988 – 1990) PROMOTED TO SENIOR GRAPHIC DESIGNER (1990 – 1998)

Dramatically improved visual "Profile" two scientific journals (JNM, JNMT), distributed to over 14,000 National and International members. Supervised typesetters and freelancers in the development of marketing materials and publications.

AWARDS AND HONORS

- Graphic Design, USA Inhouse Design award for NACDS meeting brochures and conference spouse invitation 2006 – 2008
- Apex Award for Publication Excellence for NACDS meeting brochures 2006 – 2008
- Featured artist on the National Association of Photoshop Professionals (NAPP) Web Site 2007
- Published in Photoshop User Magazine, NAPP's premier magazine 2007
- Redesigned interim SNM Web Site that generated approximately 10,000 monthly hits and won GWSAE's "Pet-of-the Net" Award 1997
- Awarded "Potlatch Paper Award" for SNM "Nuclear Medicine Week" poster 1990

HARDWARE/SOFTWARE

Mac OS, AdobeCS5 :InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, QuarkXpress, MS Word, Powerpoint

EDUCATION

Northern Virginia Community College, Loudoun Campus - Web Design Present

Northern Virginia Community College, Loudoun Campus – Graphic Design and Multimedia 2003 - 2005

ADDITIONAL TRAINING

Lynda.com Essential Training — Adobe CS5 Present