

Ellie Nigretto

SENIOR GRAPHIC DESIGNER

1449 GREENMONT COURT • RESTON, VA 20190

enigretto@yahoo.com

www.abacusgrafix.com

HOME: 703.742.8414

CELL: 703.203.7744

“
Looking for a job that leverages my extensive creative skills in an atmosphere that thrives on teamwork, challenge, and fun.
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AREAS OF EXPERTISE:

- 15+ YEARS OF EXPERIENCE MANAGING THE FULL PROJECT LIFE CYCLE FROM CONCEPT TO DELIVERY
- EXTENSIVE EXPERIENCE WORKING FOR NON-PROFIT ASSOCIATIONS
- COLLABORATE WITH TEAM MEMBERS TO DETERMINE STRATEGY, PROVIDE DESIGN EXPERTISE, BUDGET, PHOTOGRAPHY, AND OTHER PROJECT CONSIDERATIONS
- COORDINATES PRINTING REQUIREMENTS WITH VENDORS TO ENSURE QUALITY AND COST EFFECTIVE DELIVERY
- GREAT SENSE OF DESIGN, TYPOGRAPHY, AND CURRENT COLOR TRENDS
- PHOTOSHOP/DIGITAL EDITING AND IMAGE RETOUCHING

SKILL SETS:

- COMPLEX PROBLEM SOLVING
- CUSTOMER SUPPORT
- PROJECT COORDINATING
- TIME MANAGEMENT
- RESOURCEFUL
- LOGOS AND BRANDING
- BROCHURES
- BOOKS AND COVERS
- MEETING COLLATERAL
- WEB DESIGN
- INDESIGN / QUARKXPRESS
- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- POWERPOINT

PROFESSIONAL EXPERIENCE:

DOOR AND HARDWARE INSTITUTE (DHI), CHANTILLY, VA

2008 – 2010

Associate Creative Director

- Standardized marketing and advertising for annual and regional meetings to reflect delivery of key messages; produced brand standards including print and Web content, and logo positioning requirements
IMPACT: DEVELOPED HIGHER THAN USUAL DESIGN GOALS SURPASSING SENIOR MANAGEMENT EXPECTATIONS BY OVERHAULING THE DESIGN APPROACH WHICH INCREASED ANNUAL MEETING REVENUES IN COMPARISON TO PRIOR YEARS
- Collaborated with internal and external senior management to brand, execute and manage over 200 additional printed and digital marketing and communication projects
IMPACT: SAVED SUBSTANTIAL PRODUCTION COSTS BY USING ADVANCED DESKTOP PUBLISHING SKILLS TO PRODUCE ALL PROJECTS IN-HOUSE, ON TIME AND WITHIN BUDGET
- Communicated consistently and proactively with team members via phone and e-mail between meetings, coordinated meeting notes
IMPACT: OVERCAME INTERNAL OBSTACLES AND ENSURED SMOOTHER TRAFFIC FLOW
- Boosted photography support services for educational conferences
IMPACT: INCREASED VISIBILITY OF CHAPTER MEMBERS AND DOUBLED THE ORGANIZATION'S PROPRIETARY PHOTO LIBRARY USED IN THE DEVELOPMENT OF ALL PRINTED AND WEB PROJECTS
- Designed and revitalized the Door Security & Safety Foundation's 2010 branding initiative
IMPACT: ENHANCED AND UPDATED THE FOUNDATION'S PROFILE, GIVING IT A STRONGER, CONTEMPORARY AND PROFESSIONAL IMAGE
- Combined technical and management skills while coaching graphic design student
IMPACT: INCREASED STREAMLINE WORKFLOW ALLOWING FOR MORE COMPLETED PROJECTS
- Conferred with vendors by making sure all projects reproduced accurately
IMPACT: BOLSTERED PRODUCTIVITY AND SAVED COMPANY APPROXIMATELY \$10,000 BY ELIMINATING UNNECESSARY PRODUCTION ERRORS

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

2004 – 2008

Graphic Design Manager

- Collaborated with internal marketing teams of ten to 20 people to develop brands, execute and manage six targeted and time-sensitive meeting promotions
IMPACT: WON AWARDS WHICH GAVE VISIBILITY TO ANNUAL MEETING BRANDING: GRAPHIC DESIGN, USA INHOUSE DESIGN AWARD, AND APEX AWARD FOR PUBLICATION EXCELLENCE, 2006- 2007; FEATURED ARTIST ON THE NATIONAL ASSOCIATION OF PHOTOSHOP PROFESSIONALS (NAPP) WEB SITE AS "IMAGE OF THE WEEK" AND PUBLISHED IN PHOTOSHOP USER MAGAZINE, NAPP'S PREMIER MAGAZINE FOR NACDS' ANNUAL MEETING BROCHURES – 2007
- Made hiring recommendations of in-house graphic design and Web design assistants and freelancers, including outside print vendors and photographers in the development of marketing materials
- Combined technical and management skills while mentoring design assistants and freelancers as they resolved complex marketing material
- Communicated consistently and proactively with team members, coordinated meeting notes, and helped team members with individual work plans
- Planned for and co-facilitated external photo shoot to obtain proprietary industry images for chain drugstore and pharmacy interiors
- Interfaced with print vendors on all projects, and attended press checks when necessary

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E-GROUP, INC., RESTON, VA 2001 – 2002

Graphic Designer

- Executed and rendered 2D modeling mockups for new product lines of award incentives including logos, wooden plaques, acrylic awards, labels and buttons
- Provided photography support for products that were shown to clients in the sales introduction phase and in corporate sales literature

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

Web Designer

- Developed and designed new web interfaces, layouts and site graphics using 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
- Collaborated with clients to identify Web site design requirements and site architecture
- Produced and maintained internal and external Web Site content management tools for various sites

MITRE CENTER FOR ADVANCED AVIATION SYSTEM DEVELOPMENT (CAASD), TYSONS CORNER, VA 1998 – 1999

Graphic Designer

- Instrumental in designing CAASD's Web Site
- Conferred with internal clients to ascertain needs of departmental 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" of SNM's four-color monthly *Journal of Nuclear Medicine* distributed to 14,000 national and international members
- Collaborated with senior staff and editorial department to effectively manage the creative design process of the SNM's printed and Web site materials including conference materials, text book interiors and covers, fliers, brochures, advertising
IMPACT: AWARDED "POTLATCH PAPER AWARD" FOR 'NUCLEAR MEDICINE WEEK' POSTER
- Designed interiors of scientific books and respective book covers which generated sales of \$15,000
IMPACT: REDESIGNED INTERIM WEB SITE THAT GENERATED APPROXIMATELY 10,000 MONTHLY HITS AND WON "PET-OF-THE NET" AWARD – 1997
- Managed and supervised typesetters and freelancers in the development of marketing materials and publications
- Conferred with print vendors on all projects, attended press checks when necessary

EDUCATION

Northern Virginia Community College, Loudoun Campus — Major in Graphic Design and Multimedia 2000 – 2002

EEl, Alexandria, VA— Basic HTML and Advanced HTML Certification 1997

New York City Technical College, New York, New York — Major in Art and Advertising major 1974 – 1976

Additional Training:

Lynda.com Essential Training - Adobe InDesign, Photoshop, Illustrator and CSS 2008