

GINA LEA CORRAO

TAKE A LOOK
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CONNECT
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EDUCATION

Bachelor of Fine Arts | Graphic Design

2006 International Academy of Design & Technology
Graduated Magna Cum Laude 3.78 GPA

INDUSTRY

I have a comprehensive understanding of the design process from concept to completion including, typography, color theory, print & web layout, logo & icon design, seamless web interface design across desktop & mobile, UI/UX front-end development, ad placement, email & social media marketing, teamwork, creative problem solving, meeting deadlines, attention to detail, and copy writing

TECHNICAL

Expert

Adobe CS6/CC Photoshop, Illustrator, Dreamweaver, InDesign & Acrobat Pro, Microsoft Office, Bootstrap, Various FTP, Instagram integration, iPage, C-Panel

Advanced

HTML/HTML5, CSS/CSS3, Javascript & jQuery editing, XHTML, XML, Adobe CS6/CC Flash & Fireworks, Wordpress, DNN, Facebook developer platform, Google Analytics, SEO & SEM, Keynote

Intermediate

Sound/video editing, PHP, JSON, ASP, Twitter & Amazon developer platforms, CorelDRAW, Quark, Fiery & Flexi RIP

Platforms

Mac OS X, Windows

REFERENCES

Upon request

EXPERTISE

Freelance Art Director

June 2015-current | Creative Circle Trinity, FL

I am currently working in an active contract in a global foodservice marketing department. I am responsible for working with the Marketing Manager to create all internal and external print & web advertisements. In addition to the corporate identity, I design for over 15 different brands from concept to production with several print & web publications nationwide. As a team, we are responsible to create effective print & web collateral to not only promote sales for various brand products, but to deliver high-end materials for each.

Senior Graphic Designer & Web Developer

2010-March 2015 | Million Dollar Media, LLC Woodbridge, NJ

I created & maintained clean, cohesive, eye-catching print & web design for national & worldwide clients including, Hooters, Heineken USA (all brands), Sports Authority, LaCroix Sparkling Water, Pirelli, AutoTrader, CMA Music Awards, MGM Properties, Buffalo Wild Wings, Applebee's, Bonefish Grill, iHeart Radio, CBS Radio, Buffalo Bills, and much more. I was lead programmer/designer to work with Heineken's National Team to create an interactive kiosk which launched in 50 liquor store locations in the Northeast, and is on track for placement in 350 more. I trained and oversaw our Jr. Graphic Designer on all non-template projects, coordinated weekly creative department meetings and handled all outsource print production to ensure deadlines be met. My role continued to grow into traveling to meet clients for new design projects and running client events.

Graphic & Web Designer

2006-2010 | Million Dollar Media, LLC Woodbridge, NJ

As MDM's first employee, I worked with the partners to build the company logo, identity package, marketing materials and new website from the ground up. I designed an array of print & web templates for national client promotions in the radio/tv. As the sole creative designer for my first 4 years of employment, I was responsible for designing, editing, maintaining every project in print & web from start to finish. My daily tasks grew rapidly from print and UI graphics to applying my skills to UI/UX front-end development, flash & HTML5 animation editing, social media apps and more. While focusing on cross-browser compatibility and fluid layouts across all relevant desktop & mobile devices.

Freelance Graphic Designer & Web Developer

2010-current | glccreative.com

I have designed an array of materials for FL & NJ based clients including, event invitations, logos, posters, brochures, websites, web ads, social media graphics & apps, and more. Some clients include, New York Knicks, Pinellas County Sheriff's Department S.W.A.T Team, Ocean Cleaning Service, Clearwater Public Library Coffee Shop, Proven Industries Lock Technology, Good 4 U Events, Hybridge Learning, Garden State Social Sports, and more.

Senior Production Coordinator

2003-2006 | FedexKinko's Office & Print Center Largo, FL

I was responsible for offering profitable, yet competitive quoting to all clients to acquire or continue business. I managed client projects from design to production finishing. My tasks included identity packaging, catalogs, flyers, brochures, menus, table tents, large format POS from banners to vehicle wraps. I managed all in-house and outsource production to ensure on time delivery based on client need. Managed up to 5 staff members.