



Ana Salvemini Graphic Designer

201-694-2166

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acreativeboost.com

SKILLS

- Brand Identity and Strategy
- Web Design
- Print Design
- Typography
- Social Media Design
- Promotional Design
- Advertising Campaigns
- UX/UI
- Package Design

APPLICATIONS

- Adobe CC: InDesign, Illustrator, Photoshop, Acrobat, XD, Dimension, Dreamweaver
- Word, Excel, Power Point
- Keynote, Zoom
- Google WorkSpace: Docs, Slides, Calendar, Drive
- Creatopy
- Smartsheet
- Jira and Confluence
- Basic knowledge of HTML, CSS and Javascript

Highly creative and detail oriented graphic designer working in print and digital media. Experience in developing and maintaining logo and brand design, web and mobile app design, digital and print advertisements, trade show exhibit designs, OOH design, organic and paid social media graphics, photography, product shots and image compositing.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

A Creative Boost, 2022 to Present

Creating custom designs based on individual client needs including logo and brand designs, print materials, cohesive website elements, and website design.

Graphic Designer

Giovatto, 2022 to Present

Work closely with the art director, creative team and account managers to generate innovative, engaging, on-brief and on-brand creative assets. Design responsibilities include branding development, print collateral, logos, display ads, social media, and web assets for internal and external marketing purposes.

Graphic Designer

EarthCam, 2012 to 2022

Design, develop, and launch web apps, mobile apps and product websites that company employees and clients use to engage with EarthCam's product content such as live streaming video, high resolution panoramas, archived images, and camera data.

Web app and mobile app design responsibilities include high fidelity mockups, web elements, digital illustration, photo editing, compositing images, app store images, app icon design and product logo design.

Additional responsibilities include creating marketing materials for print and digital outlets. Specifically magazine ads, social media images (Facebook, Instagram, YouTube, LinkedIn and Twitter), press release images, trade show exhibit graphics, brochures, flyers, email blast images, email signatures, and monthly sales promo graphics.

Junior Graphic Designer

Paperworks and Events, 2011 to 2012

Design mockups of custom invitations, stationary, event accessories, client and company advertisements, product photography, photo retouching, preparing website files, preparing files to go to print and customer service.

EDUCATION

Bachelor of Fine Arts Degree in Graphic Design

William Paterson University, 2006 to 2011

- Magna Cum Laude, 3.7 GPA
- Dean's List 2006 to 2011