



SUMMARY

- Experienced in graphic design from concept to print
- Logos, corporate identity, branding, brochures, salesheets, packaging, point-of purchase
- Web Page Design - e-commerce, microsities, banners, e-mail marketing
- Working knowledge of UX Design, html, css, Bootstrap, Wordpress, and responsive design

SKILLS

Software

- Adobe Illustrator (CC),
- Adobe InDesign (CC),
- Adobe Photoshop (CC)
- Adobe XD
- Adobe Acrobat
- Dreamweaver (CC)
- Microsoft Office

Digital

- UX design
- html, css, Wordpress, Bootstrap

Attributes

- Innovative thinker and problem solver
- Thrive under pressure in fast-paced work environment
- Manage multiple projects within deadlines
- Work well within a team, alone and guiding junior designers

EXPERIENCE

Johnson & Johnson Vision 08/2019-present **Graphic Designer, Labeling and Packaging**

- Create label, packaging, IFU/DFU, and CPL's for consumer, surgical, and medical devices.
- Create and lead updates to global labeling standards and EUMDR requirements, processes and procedures via JJSV document management system.

Keith Levin Designs 7/2018-present *Freelance*

Art Director/Senior Graphic Designer

Involving a variety of advertising agencies, small businesses and in-house corporate departments creating graphic design and art direction. Among clients are non-profit agencies in education, housing, social/environmental, and other social issues. Agencies include United Way and Communities in School.

DRM Resources (a Division of Robinson Pharma, Inc.) 2008-2018 *Nutrition/Healthy Lifestyles Marketing company*

Art Director/Senior Graphic Designer

- Produce monthly health magazine to create sales and information for consumers
- Produce catalogs for several brands
- Manage eblasts from design to coding and sending to segments
- Labels for nutritional supplements from design to print
- Branding and new product launches
- Set up and maintain filing systems of branded items consisting of over 100 items each.
- Work with vendors for pricing, processes and review of design items
- Manage junior designers

Leiner Health Products 2004-2008 *Nutritional supplements manufacturer*

Senior Graphic Designer

Development of packaging, merchandising displays, POP's, and product renderings for vitamin and OTC drug products. Develop campaigns for Walmart, Costco, CVS, and Walgreens.

EDUCATION

Art Institute of Philadelphia

Degree in specialized technology with a major in graphic Design.

Certifications:

University of California, Irvine Division of Continuing Education

Certification Completion: September, 2019

Web Design. Courses include UX/UI design, html/css/javascript, prototyping.

UX Fundamentals

Certification Date Aug 2018 – Present License 11788569

Adobe XD Essential Training: Prototype and Share

Certification Date Aug 2018 – Present

Premiere Pro CC 2018 Essential Training: The Basics

Certification Date Sep 2018 – Present

IWA-HWG- Online classes

Intermediate Flash AS3 Action scripting

HTML, CSS, and Wordpress