

## **SUMMARY:**

Twelve years in graphics, advertising, and marketing. Extensive knowledge of print, web, and multimedia graphics, and information design. Strong organizational, analytic, and production skills.

## **Programs:**

- Adobe Creative Suite
  - InDesign
  - Illustrator
  - Photoshop
  - Acrobat
  - Dreamweaver
  - Fireworks
  - Flash with ActionScript
- Microsoft Office
- Apple iMovie
- Apple iDVD
- AppleScript

## **Print:**

- Strong 1-, 2-, and 4-color conceptual and technical design skills
- Excellent knowledge of the print industry and ability to communicate with pre-press and printing companies
- Advanced knowledge of programs enabling efficient workflow
- AppleScript automation of programs

## **Web/Multimedia:**

- Skilled at Flash animation and good working knowledge of ActionScript
- Experienced at creating boardroom, trade show, and online presentations
- Advanced knowledge of creating cross-platform multimedia CDs
- Skilled at creating user-friendly navigation for web sites
- CSS and HTML
- SEO for increasing site traffic
- Basic knowledge of video editing
- Experience in audio & sound FX editing

## **Photography:**

- Skilled at studio lighting and product photography
- Expert in photo and image manipulation

## **EXPERIENCE:**

### **Lithexcel, 4/2009 - 7/2011, Albuquerque, New Mexico**

Senior Designer/Web Master

- Developed/automated personalized variable marketing campaigns involving print, email, and web.
- Designed logos, brochures, web sites and other pieces for a diverse range of clientele.
- Collaborated with designers, copywriters, pre-press, and digital printers in a design firm/agency environment.

### **Savio Engineering, Inc., 4/2008 - 1/2009, Albuquerque, New Mexico**

Senior Designer in charge of Graphics and Marketing

- In charge of marketing, graphics, packaging, and web sites for Savio and its subsidiaries Freedom Inc., Mud Monsters, Savio Water Feature Institute, Haunted Store, and Colorful Gatherings.
- Managed one employee and all projects in the department.
- Budgeted for the marketing needs of each company including print, promotional items, and advertising totaling \$120,000.
- Designed catalogs, brochures, flyers, mailers, ads, packaging, trade show booths, logos, and web sites. Also wrote copy for press releases and marketing materials.
- Mentored subordinate to help improve workflow, design, and final output.
- Worked with company owner to create technical illustrations for patents on new products.
- Worked closely with the sales, customer service, and assembly teams to determine their marketing/printed material needs. Also discussed on a regular basis the efficacy of those materials and how to improve them.

### **Unitech, 2/2005 - 4/2008, Albuquerque, New Mexico**

Graphics and Multimedia Specialist

- Developed online courses in Flash including illustrations/animation, knowledge checks, interface design, and ActionScripting.
- Collaborated with headquarters on marketing, proposal, and direct mail graphics.
- Redesigned EOTA web site to make user friendly and 508 compliant.
- Added electronic certificates of completion to EOTA web site saving the printing, signing, and mailing of 1,000+ certificates per month.
- Redesigned EOTA logo and developed an identity brochure to give the EOTA a solid brand within the government.

### **Heel Inc., 8/2003 - 2/2005, Albuquerque, New Mexico**

Graphic Designer and Web Master

- In charge of creative development for publication advertisements, printed marketing collateral, product packaging, web sites, photography, and corporate identity. Assisted in copy writing and editing.
- Lowered mailing costs by 29% and saved 3 days in printing/fulfillment process.
- Produced all product photography.
- Worked closely with medical doctor to produce quarterly brochures geared towards educating doctors about company products and their uses. Required coordination and communication with doctor traveling worldwide in order to correctly illustrate graphics and complete brochures on-time.
- Redesigned existing printed materials to reduce costs by up to 85%. Coupled with the lower mailing costs, this saved \$300,000 over a period of a year and a half.

## **KSA&D, 11/2001 - 8/2003, Emmaus, Pennsylvania**

Print, Web, and Multimedia Designer

- Managed all aspects of projects including coordination with clients, design and layout, file preparation, and communication with the printer to ensure proper printing and delivery.
- Managed all web-based projects including web sites, web marketing, and online presentations.
- Developed web based application in Flash for chemical company so customers could determine how many containers of solvent they would need and at what rate they would need them.
- Developed interactive CD presentation of company services and portfolio that increased sales and saved our sales representative 4 to 6 hours of travel per week. Used as "a mailable sales representative" that could also be left behind after meetings. Portfolio section designed to be fully customizable for potential clients.
- Increased traffic to company site by 500% with knowledge of search engines and web advertising.
- Trained other members of the company how to improve workflow and productivity by teaching them shortcuts to programs such as Quark, Illustrator, and Photoshop. Frequently called upon to resolve hardware and software problems.

## **EPCO Communications, 9/1999 - 11/2001, Easton, Pennsylvania**

Print, Web, and Multimedia Designer

- Duties included print design, file preparation, and communication with pre-press and printing departments.
- Developed web sites, online presentations, and animated online tutorials.

## ***EDUCATION:***

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### **Bachelor of Arts, 1999, Moravian College, Bethlehem, Pennsylvania**

Concentrations: Graphics and Advertising Design, Photography

## ***PORTFOLIO:***

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A full portfolio can be found at <http://www.mingione.com>