

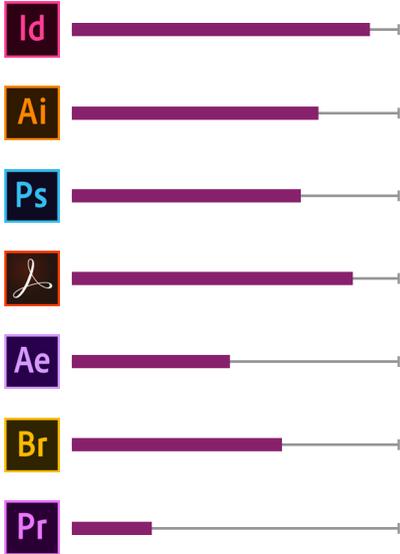


GINA SANTANGELO

480.313.0158 | Phoenix | [linkedin.com/in/gina-santangelo-gms](https://www.linkedin.com/in/gina-santangelo-gms)

Portfolio: <http://gmsdesign.solutions>

Adobe Creative Cloud



I am a Creative Designer with east and west coast roots. I love everything that has to do with design and the world it revolves around. Graphic design, motion graphics, information design and a true passion for observing print transcending into the digital world. Excited to take my decade of experience to the next level of art direction, collaborating on design solutions in an environment that encourages innovation. Playing a critical role to an organization where I can continue to develop and grow.

Experience Overview



Work Experience

KIMLEY-HORN // DESIGNER DENVER | JUN. 2016–JUN. 2019

Kimley-Horn is an engineering consulting firm. This role was within a team of in-house graphic designers who collaborate on a large creative marketing efforts, serving 10 offices across 4 states.

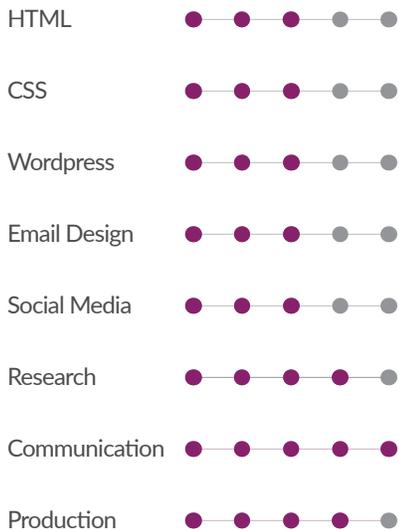
- Responsible for producing approximately 100 proposals annually. Designed layout templates, cover design, maps, and infographics based on project leads needs. My contributions to the proposal recognized an 84% 'shortlisted for interview' rate and 67% overall win rate.
- Designed, produced and coordinated on brochures, trade show events, public engagement, and swag for various events on local and national levels.
- Produced technical and annual reports for aviation, transportation, and parking planning projects, lasting 2 years.
- Art directed high profile projects. Using Adobe After Effects, I collaborated with an illustrator and 3D visualization expert to create a motion graphics piece explaining the benefits of Central Deicing Facilities, a project worth \$8M in revenue.
- Exceeded yearly client-billable hours goal (achieved 17.14% client-billable hours, compared to 16.0% goal).

PS:STUDIOS // DESIGNER PHOENIX | AUG. 2010–JUN. 2016

ps:studios is a design and marketing firm that produces a broad range of visual communication projects for a diverse group of clients. Projects include branding/identity, collateral, web design/development, print and broadcast advertising, among others.

- Designed a silver ADDY Award-winning brand identity for Edison Midtown (a condominium in Phoenix). The brand included a marketing campaign of weekly newsprint ads, bi-monthly billboard design and various magazine and email announcements. Design support on a remodel of a 1,750 sqft. sales center.
- Designed *Phoenix Patriot*, an alumni military magazine. Responsibilities included design from cover to cover, involving photography/stock photo selection for articles, layout design, infographics, proofing and production coordination. The magazine reached 10,000 readers quarterly over 5 years.
- Web design in collaboration with a web development team, using WordPress, Photoshop compositions, and testing user experience across digital medias. Designed within brand (new or existing), email templates, and social media. Conducted training for clients in-person as well as digital support.

Web // Creative Skills



Other Programs

Keynote • OneDrive for Business
Google (Docs, Sheets) • Sketch-up
iMovie • Basecamp • Mac and PC

Education

Arizona State University
Tempe, AZ | Aug. 2006–May 2010

Bachelor of Science in Design,
Graphic Design at The Herberger
Institute for Design and the Arts