

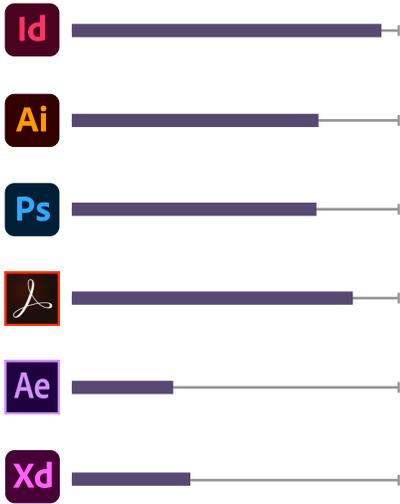


GINA MARIA SANTANGELO

Portfolio: <http://gmsdesign.solutions>

Program + Skill Proficiency

ADOBE CREATIVE CLOUD



WEB // CREATIVE



ADDITIONAL PROGRAM KNOWLEDGE

Office365 • Google (Docs, Sheets, Slides)
 Keynote • Canva • iMovie • Hubspot
 Miro • Gather Content • LinkedIn Campaigns
 Mac and PC Operating Systems

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

I am a creative thinker with east and west coast roots—surrounding myself with design across nature, media and human interactions. I thrive in critical roles within an organization where I can continue to develop and grow. Graphic design through web, UX, motion and information design bring about a true passion for observing print transcend into a digital world. With over a decade of experience, art direction and finding design solutions in an environment that encourages innovation, is my motive.

Experience Overview



Work Experience

INVESTIS DIGITAL // SR. DESIGNER PHOENIX | AUG. 2019–PRESENT

Investis Digital has been at the forefront of corporate digital communications for two decades. The senior designer role is a global position, serving US, UK and Baroda offices.

- Responsible for producing marketing and sales collateral for both internal and external communications. Designed branded templates (MS Office), whitepapers (long and short form reports), social media graphics, website design, landing pages, UX design for internal products and infographics across the board.
- Project managed, designed and produced (print and digital) brochures, employee events, conferences materials, virtual events and swag.
- Uses campaign manager tools, such as LinkedIn Campaigns, to run, test and analyze the performance of social campaigns to gain leads and interactions to content produced for specific audiences.
- Currently leading a rebrand of the entire company, from web design to collateral (new and existing). Working closely with contracted web developers and junior designer to carry out the brand across different medias. Also responsible on rolling out the new branding to sales and marketing employees throughout our global company.
- Uses Adobe XD to develop wireframes and UX design concepts to collaborate with developers and content writers.
- Work directly with the global executive team on presentations (PowerPoint), company newsletters (HubSpot) and virtual events (Investis Digital Live).
- Improved the marketing team design process using forms within the Office365 platform. This form allows employees to submit a creative request, outline project specifications, key dates, key people, content and resources in a way that makes project management much more efficient. It allows transparency to bandwidth, which in turn improved time management amongst the team.

Work Experience Continued on Page 2



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Work Experience Continued

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).

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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.