

CARMELA STRICKLETT / (FORMERLY CARMELA PEREIRA) / ART DIRECTION & DESIGN

917.805.1101 / CS@CARMELIZE.COM / **CARMELIZE.COM** / LOCALLY BASED IN LONG ISLAND CITY, NY 11109

SUMMARY OF QUALIFICATIONS

- Versatile Art Director with over three years experience in design and advertising; has solid foundation in graphic design and branding; possesses web and user experience capabilities
- Demonstrates strong project management skills; carries out long-term projects from preliminary stages to completion; develops broad, comprehensive concepts while being attentive to small details and overall quality
- Able to work quickly and efficiently in fast-paced environment to meet deadlines; consistently delivers high quality creative within short turnaround times
- Collaborates harmoniously with coworkers, supervisors, vendors, and clients in order to accomplish project goals; able to manage others in order to achieve desired results
- Self-motivated; strong skills in organizing workflow, ideas, resources; proven ability to identify, analyze, and solve problems in spite of sudden deadlines and changing priorities

WORK EXPERIENCE

RODE ADVERTISING, New York
(formerly Sherman Advertising Associates)
Art Director
February 2012 – present

Develops and executes branding campaigns for properties at real estate advertising agency; designs brochures, ads, logos, and e-blasts; writes headlines and body copy

Creates overall concepts for pitches; works closely with team members in fast paced environment to produce pitch work for presentations to win new business

Spearheaded highly successful campaign that lead to larger, more lucrative projects for the agency

CREATIVE ENGINEERING INC., New York
Freelance Graphic Designer/Web Consultant
May 2011 – January 2012

Redesigned corporate identity for fabrication and set construction company; provided graphic design services for fabrication projects as needed

Consulted on redevelopment of website to ensure that the visual design, UX (user experience), and information architecture adhered to brand standards

DAGR NOTT AND ASSOCIATES, New York
Design Intern
Spring 2011

Designed promotional materials, ads, and interactive page layouts under direction of the Art Director at small multi-disciplinary design agency; conducted in-depth market research to produce original, on-brand marketing for client

NBC UNIVERSAL, New York
Product Design/User Experience Intern
Summer 2010

Designed web page layouts for optimal user experience under the direction of the Senior User Experience Designer; created elements for site, including custom icons and number set to match logotype

Worked with project management teams to deliver designs under tight deadlines as part of a site launch for six to fifteen markets nationwide

Compiled specifications for website and built online style guide using HTML and CSS

WALTER BERNARD MILTON GLASER (WBMG), New York
Design Intern
Spring 2006

Assisted Creative Director and senior staff on projects ranging from the redesign of magazines to the production of logos, posters, and specialty premiums

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY, New York
Bachelor of Arts, Graphic Design
Fall 2007 – Spring 2011

SCHOOL OF VISUAL ARTS, New York
Continuing Education classes in Graphic Design
2005 – 2006

FORDHAM UNIVERSITY, Lincoln Center, New York
Bachelor of Arts, Visual Arts
Fall 1998 – Spring 2002

SKILLS

- Highly proficient in Adobe InDesign, Photoshop, Illustrator, Flash, Dreamweaver
- Working knowledge of HTML 5, CSS 3, Wordpress, Actionscript 3, Microsoft Office, Keynote
- Solid grasp of layout, typography, color, logo design, and branding; some experience in print production
- Strong communication and time management skills