

eileen carron serra

experienced

Freelance Designer, Dallas, Texas; 1/07–present

Design packaging, POS, and promotional items, develop ad campaigns.

Clients (through agencies) include: On The Border store brands, Dave and Busters, Sanyo, Cadbury Schweppes Beverages (Dr Pepper, Sun Drop), and Sotherby Homes

Art Director, Management and Marketing Services, Royal Oak, Michigan; 9/98–1/07

Design print, promotional, web, identity, and marketing materials from concept to completion, coordinating with Clients, design department, IT, account managers, photographers, illustrators, and printers. Assist in training and coordination of work for temporary employees and new hires.

Clients include: Ford Motor Company, Lincoln, Mercury, Freightliner, Sterling Trucks, Western Star, Detroit Medical Center, and the Performance Marketing Group

Graphic Designer, Aquent, Southfield, Michigan; 4/95–8/98

Designed full-color ads, brochures, training, promotional and marketing materials.

Clients included: W.B. Doner & Company, Kmart, Triad Marketing, Creative House Advertising

Marketing Assistant, Downtown Development Authority, Rochester, Michigan; 8/92–8/94

Coordinated with boards of directors, businesses, local and county government agencies to promote retailers in the downtown area. Designed print advertising and newsletters.

educated

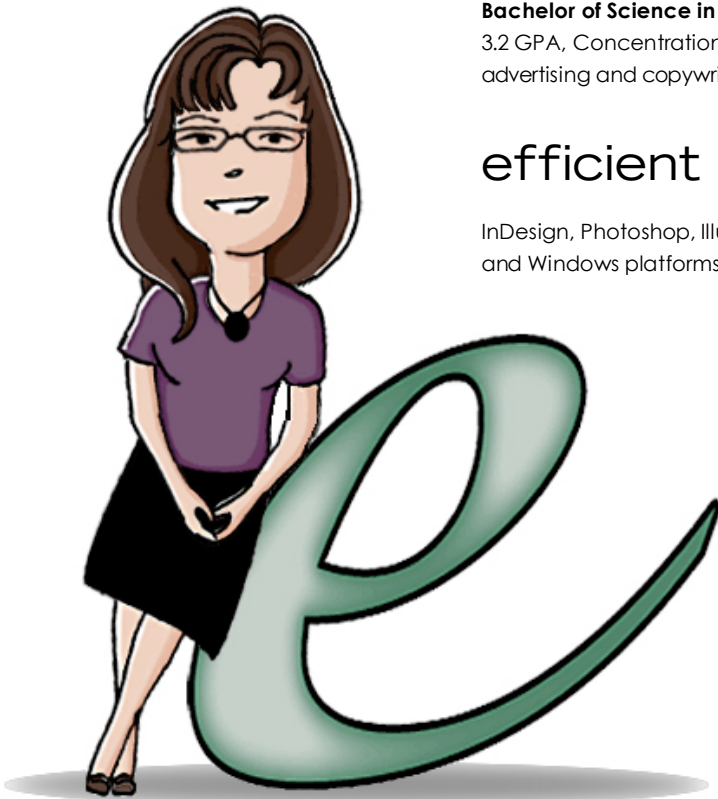
Master's Certificate in Graphic Design, Sessions.edu, New York, New York; 9/06

Classes included color theory, typography, logos and identity, web design, advanced layout design, photo retouching and packaging.

Bachelor of Science in Business Administration, Wayne State University, Detroit, Michigan; 4/91. 3.2 GPA, Concentration in Marketing. Classes ranged from theory, sales management, logistics, advertising and copywriting.

efficient

InDesign, Photoshop, Illustrator, QuarkXPress, Microsoft Office, HTML/CSS, Flash, for both Macintosh and Windows platforms



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