



## SUMMARY

Arnolfo is an Art Director and Digital/Graphic Designer with strong conceptual skills and an innate sense of design. Other attributes include:

- Ability to manage and complete projects on time and within budget in digital or print-based media.
- Thrives in a vibrant, creative, and collaborative environment.
- Self-motivated and self-taught, continues to seek out new ideas and new skills.

## QUALIFICATIONS

- Agency level experience in Art direction and digital design
- Managed production team
- Directed photographers and illustrators
- Presentation of projects & concepts
- Assisted in creating timelines & budgets
- Attended press checks
- Produces press-ready files
- Efficient with time while managing multiple projects

## TECH SKILLS

Proficient in Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat

Experienced in HTML, CSS3, Bootstrap, UI/UX, Wordpress, Microsoft Word, Powerpoint, Apple Pages, QuarkXPress, Mac OSX

## CONTACT

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## WORK EXPERIENCE

05.2009 – Present

West Chicago, IL

### ArnolfoDesign • Contract Digital & Graphic Design Services

Founded as a strategic graphic design firm, Arnolfo works with marketing agencies, businesses, and non-profits to make a positive impression on their customers through print and digital campaigns.

**Clients include:** The Valcort Group, Donahoe Purohit Miller Medical Marketing, NHS of Chicago.

01.2005 – 05.2009

Chicago, IL

### WordSlings for Hire, Inc. • Art Director

Spearheaded the conceptual and design process and managed all aspects involving art direction, graphic design and production for a boutique shop with an extensive network of creative talent. Generated branded materials in addition to developing advertising concepts and collateral materials for clients.

01.2000 – 01.2005

Chicago, IL

### TorreLazur McCann Healthcare • Art Director

Primary responsibilities involved launching and building brand recognition for Kaletra, which quickly became the #1 protease inhibitor for the treatment of HIV. The campaign included international renditions, won numerous awards and helped establish Kaletra as one of the most recognizable brands within the HIV category. Also developed core branding for Abbott Laboratory's HIV Franchise and a number of other large-scale marketing initiatives that targeted a variety of audiences, including physicians, patients, incarcerated inmates, minorities and women of color.

07.1999 – 01.2000

Elk Grove, IL

### Status Graphics Inc. • Graphic Designer

Developed and designed marketing materials for business-to-business and direct to consumer campaigns. Projects included corporate identity, p.o.p. displays, product packaging and other design solutions for a variety of products/clients.

04.1990 – 07.1999

Chicago, IL

### The Hamilton Communications Group • Graphic Designer

Working with the agency's Art Directors, designed and produced print collateral ranging from ads to sales aids for pharmaceutical clients. Instrumental in the agency transitioning from traditional typesetting/keylining to desktop publishing and improving its operational processes relating to design and production; established the in-house video-editing capabilities of the agency after producing an in-house award-winning corporate video.