

## SUMMARY

Accomplished, multi-talented graphic designer with a diverse range of abilities and a wealth of experience in the print and publishing industries, specializing in producing quality work in dynamic, deadline-driven environments. Proficient in desktop publishing, crafting magazine and book layouts, as well as excelling in tasks such as photo retouching, composition, and typography.

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## SKILLS

### Software (Mac & PC)

- Adobe Creative Suite: InDesign, Photoshop, Illustrator  
Acrobat Professional | QuarkXpress | Microsoft Office

### Design/Technical

- Typography | Layout | Photo Retouching  
Color Correction | Traditional & Digital Art  
Visual Hierarchy | UX/UI Design

### Professional

- Creative | Detail-oriented | Envision End Results  
Brand Consistency | Leadership | Project Management  
Communication | Multi-task | Team Player

## AWARD

- PINE Award of Excellence: *Best Use of Photography*  
TigerPress Calendar | 2019

## PORTFOLIO HIGHLIGHTS

### SUI: *The It Girl Issue*

East Longmeadow, MA | January 2021

- Magazine Design | Photo Retouch | Interactive PDF

### Terry Mollner

Shutesbury, MA | April 2019–Present

- 4 Books | Interior Layout & Publishing (print & e-book)

### The Unwritten School | Springfield, MA | 2020

- Website & Promotional Materials

### Marie Meder | Chicopee, MA | 2017

- Many Faces, One Mary* | Book layout & design

### Open Road Integrated Media

New York, NY | 2015–2016

- Cover Redesigns | Interior Typesetting (Intern)

## EDUCATION

### New York University | New York, NY

Master of Science

Publishing: Digital & Print Media

Jan. 2016 | 3.85

### Keene State College | Keene, NH

Bachelor of Fine Arts

Graphic Design & Studio Art: Painting

May 2005 | Cum Laude

RIGHT BRAIN

Frances Lassar (She/her)

LEFT BRAIN

## EXPERIENCE

### New Jersey Performing Arts Center | Newark, NJ (remote)

Freelance Graphic Designer | Jan 2024–Present

- Support Creative Department on special projects using the NJPAC brand, including the annual report.

Graphic Designer, Marketing | Sep 2022–Jan 2024

- Integrated company brand seamlessly with hundreds of client brands including shows for Joey Fatone and AJ McLean, Spider-man, Samantha Bee and more.
- Designed marketing and collateral materials to promote events, often producing 5–10 projects simultaneously while meeting 99% of deadlines.
- Created digital and print designs; prepared them for final output per media requirements.
- Produced work with a high level of creativity, skill, and attention to detail.
- Collaborated with Creative Director and Editorial team of 3 people to realize final projects.
- Communicated daily with a team of 6 through Wrike and Google Chat.

### Freelance Designer | Western Mass; New York, NY

Graphic Designer | Jul 2010–Present

- Design covers and interiors for a diverse selection of print and eBooks.
- Format text-heavy and photo-based book interiors for fiction and non-fiction.
- Convert print files to properly re-flow as eBooks.

### TigerPress | East Longmeadow, MA

Senior Graphic Designer, *Supermodels Unlimited International* | Oct 2021–Sep 2022

- Built page layouts and retouched photos for 66-page *Supermodels Unlimited International (SUI)* online magazine.
- Created interactive PDF's of *SUI* online magazine for [sumagonline.com](http://sumagonline.com).
- Collaborated with Editor to retouch photos and layout *Supermodels Unlimited* magazine *Most Beautiful Edition 2021*.

Graphic Designer / Offset Prepress Technician | Jul 2020–Sep 2022

Digital Prepress / Sign Production Artist | Oct 2016–Jul 2020

- Developed artwork for clients using original concepts or following established brand guidelines.
- Performed layout and desktop publishing tasks.
- Preflighted, troubleshoot and updated design files for offset, digital, and large-format printing.
- Created in-house advertising and marketing materials.
- Designed custom scorecards for the golf division, TigerScorecards, whose sales increased 125%.
- Maintained an average efficiency of 130% while operating in a dynamic workflow.

### Open Road Integrated Media | New York, NY

Design Intern | Sep 2015–Feb 2016; Freelancer | Feb–Apr 2016

- Collaborated with Associate Art Director and Editorial Department to design over 100 eBook covers and mechanicals with original and branded art.
- Designed full cover mechanicals and eBook editions.

### St. Martin's Press | New York, NY

Marketing & Publicity Intern: Non-Fiction | September 2014–December 2014

- Assisted Digital Marketing Manager with web layouts.
- Performed administrative duties and mailings.

### Amherst Copy & Designworks | Amherst, MA

Graphic Designer | 2005–2014

- Designed promotional materials.
- Prepared files for offset and digital printing.
- Oversaw production quality and workflow.

designerd  
Left Brain  
Left & Right  
Brain

