

Colleen Zamorano

Senior Graphic Designer

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Portfolio: ColleenZ.com

16+ years of Graphic Design experience in large, mid-size, and small businesses

Versatile, industrious key contributor valued for collaboration, leadership, initiative and independent problem-solving for successful internal and external marketing programs. Keen interest in building skills in User Experience and User Interface Design (UX/UI).

Experience

GLOBAL RESPONSE

2019 to 2020

Outsourced contact center solutions for retailers and B2C service companies

Graphic Designer

- Sole graphic designer, producing print and digital products for operational support of 40+ distinct customer brands.
- Sourced, selected, and managed vendors: printing, promotional items, and trade show booth producers.
- Produced customized large-format presentations and sales support materials for sales team to engage prospective accounts.
- Developed job fair graphics and materials to support recruiting.
- Created trade show graphics, iPad-based prospect surveys, and branded promotional items; prepared trade show budgets.
- Delivered branded signage, posters, and performance ranking boards to create an immersive, engaging contact center experience for staff.
- Performed professional photography for advertising and social media (LinkedIn, Facebook, Instagram).
- Designed templates for email campaigns.
- Credited with on-target delivery of modern, cohesive products.

JOHNSON CONTROLS | TYCO INTEGRATED SECURITY 2012 to 2019

System integrator of Fire, HVAC, and Security solutions for commercial buildings

Graphic Designer, Security Solutions

- Sole graphic designer for the security solutions line, an integral member of a marketing team of 20.
- Prioritized and executed on a complex workload: photography and graphic design for webinars, trade shows, roadshows, event registration websites, email campaigns, sales emails, internal events and communications products, and marketing collateral.
- Managed print vendor and online literature ordering system; contributed cost data for budgeting.
- Supported 2 major rebrands in partnership with creative agencies.
- Served 6 Marketing Managers serving financial, government, retail, education, healthcare, and commercial verticals.
- Delivered compelling designs in adherence to brand guidelines, working with agencies and outside designers.

CD GREETING

2003 to 2013

Producer of branded and commemorative music CDs

Graphic Designer

- Designed a range of templates and customized CD products for corporate and private special occasions, promotions, and events.
- Created marketing brochures, flyers, and posters. Researched and recommended printers, computers, software, and media suppliers.
- Contributed to 25% growth in revenues between 2007-2008 through effective SEO and customer service.

Expertise

Brand-aligned Graphic Design
Digital Photography
Digital Assets for Web & Social Media
Web Design
E-commerce
Webinar Registration Graphics
Trade Show Display Art
Sales Presentations
Marketing Collateral
Typography
Recruiting & Culture Products

Education

Studies toward B.A. Graphic Design in progress, FLORIDA ATLANTIC UNIVERSITY
Key courses: Digital Design, Digital Photography

Associate of Fine Arts, ANNE ARUNDEL COMMUNITY COLLEGE

Key courses: Advertising Design, Illustration, 2-D Design, 3-D Design

Technical Skills

Adobe Creative Cloud Design & Web Suite (Photoshop, Illustrator, InDesign, XD, Dreamweaver, Lightroom, Flash, Premiere Pro), Acrobat Pro

Widen Collective (DAM), Percolate, Basecamp

MS Office (Word, Excel, PowerPoint, Outlook); MS SharePoint

WordPress, ShopSite Pro, Etouches/Aventri Event Management System, Constant Contact, MailChimp

FileMaker Pro

Advanced Mac user with a solid knowledge of the PC platform.

HTML, CSS, JavaScript, PHP, MySQL