

Colleen Zamorano

Senior Graphic Designer

ColleenZam@icloud.com | Boca Raton, FL | 561-541-3314

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 expanding 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 responsive HTML/CSS email templates for marketing 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, road shows, event registration websites, email campaigns, sales emails, internal events and communications products, and marketing collateral.
- Coded responsive HTML/CSS landing pages and emails for event registrations.
- 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.
- Worked directly with web developer in creating a complex customized online ordering system.
- 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

UX Certification, UI Certification
BRAINSTATION

Studies toward B.A. Graphic Design
in progress SOUTHERN NEW HAMPSHIRE
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, InVision, Sketch

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 and MySQL