

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

LEGACY RESEARCH GROUP

2021 to Present

Financial publications firm

Sr. Graphic Designer

- Collaborate with copywriters on video promotion projects. Develop design themes (colors, fonts, logos, and imagery) in alignment with the project platform. Create requested financial graphs, bar charts, and images.
- Produce creative images for use in email marketing and ads.
- Assign projects across design team members using Jira and manage outsourced design work.

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 and managed vendors: printing, promotional, and trade show booths.
- 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. Served 6 Marketing Managers serving financial, government, retail, education, healthcare, and commercial verticals. Worked with agencies and outside designers.
- Prioritized and executed on a complex workload: photography and graphic design for webinars, trade shows, roadshows, event registration sites, email campaigns, sales emails, internal events and communications products, and marketing collateral.
- Managed online literature ordering system; contributed cost data for budgeting.
- Supported 2 major rebrands in partnership with creative agencies.
- Delivered compelling designs in adherence to brand guidelines.

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 through SEO and customer service.

Expertise

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

Education

B.A. Graphic Design, SOUTHERN NEW HAMPSHIRE UNIVERSITY

Key courses: Graphic Design, Digital Design, Digital Photography, Web Design

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, After Effects, XD, Dreamweaver, Lightroom, Flash, Premiere Pro), Acrobat Pro, InVision, Sketch

Widen Collective (DAM), Percolate, Basecamp

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

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