

# JEFFREY BIGORNIA

ART DIRECTOR

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## EDUCATION

SUNY OLD WESTBURY

Bachelor of Science

Visual Arts & Digital Design

2005-2010

## SKILLS

### ADOBE CREATIVE SUITE

- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- Acrobat Pro

### MICROSOFT OFFICE

- Word
- Excel
- Powerpoint
- Outlook

### OTHER TECHNICAL SOFTWARE:

- Final Cut Pro
- Command Workstation
- Quark Express
- Concept Draw Pro

## EXPERIENCE

### STANTON CARPET CORPORATION | SYOSSET, NY

Art Director

Nov. 2017 - Present

- Promoted to Art Director for effectively spearheading the B2C and B2B website platforms and effectively creating new digital assets for its newly acquired brands
- Oversee all design and Marketing collateral produced by our Digital Design Manager and Marketing Assistant
- Collaborate with creative & production vendors in developing POS merchandise
- Conceptualize promotional content & imagery for all social media platforms
- Develop collateral design pieces for retailers & clients in order to strengthen their promotional strategies & initiatives
- Direct product photo shoots as well as oversee all pre-press material
- Collaborate with Marketing team in implementing all brand strategies via creation of new logos, advertisements, and B2B/B2C static pages

Graphic Design Manager

Aug. 2014 - Nov. 2017

Graphic Designer

May. 2011 - Dec. 2013

- Responsible for layout, design, and creation of printed POS and merchandising materials including brochures, labels, signage and catalogs for both internal and external clients
- Established and maintained brand standards across 5 different divisions
- Edited and composed print-ready artwork for multiple projects such as logo design, display boards, in-store signage, and promotional material for designer events
- Maintained electronic archives of marketing and communications materials
- Managed marketing collateral needs of over 60 regional sales staff for a large dealer base
- Met with the Marketing Director daily to discuss creative strategy for current website and merchandising

### EMM GROUP | NEW YORK, NY

Graphic Designer

Dec. 2013 - Aug. 2014

- Led the creative process in developing aesthetics and designs that supported brand development and website management
- Created guides and templates for corporate administrative and marketing materials such as PowerPoint designs, print ads and sell sheets
- Developed overarching concepts and integrated brand content for use in marketing materials, custom invitations, mailings, website modules, email blasts, social media and company-wide collateral
- Designed layouts for all internal marketing collateral including in-venue signage, nightlife and restaurant promotional invites, and layouts for custom dinner menus
- Collaborated on the creation of digital content with the Executive Director regarding the company website and all social media platforms
- Liaised with Marketing, Events and Operational Departments and Sr. Executives to graphically support projects and enhanced cohesive, on-brand materials