



JEFFREY BIGORNIA

Senior Graphic Designer

Contact

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Email

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Portfolio

www.bigorniadesigns.com

Education

Bachelor of Science

SUNY Old Westbury
2005-2010

Skills

ADOBE CREATIVE SUITE

- Photoshop
- Illustrator
- InDesign
- Adobe xD
- Dreamweaver
- Adobe Acrobat Pro

VIDEO EDITING

- Premier Pro
- After Effects
- Final Cut Pro

Aug 2019 - July 2025

Citizen Watch America | New York, NY

- Developed and maintained brand guidelines and design systems specifically for licensed properties such as Disney, Star Wars, and Marvel
- Managed multiple design projects simultaneously to meet deadlines, and worked with project managers to ensure that marketing materials were ready for sales staff
- Created booth designs and layouts for large-scale Disney/Marvel/Star Wars events such as Comic-Con, Star Wars Celebration, and D23 in Anaheim
- Led the design concept and execution of visual designs for website landing pages
- Art directed photographers on shoots to help lead the creative vision of watch models

Art Director

Nov 2016 - July 2019

Stanton | Woodbury, NY

- Oversaw all design and Marketing collateral produced by our Digital Design Manager and Marketing Assistant
- Collaborated with creative & production vendors in developing POS merchandise
- Conceptualized promotional content & imagery for all social media platforms
- Developed collateral design pieces for retailers & clients in order to strengthen their promotional strategies & initiatives
- Directed product photo shoots and oversaw all pre-press material
- Collaborated with Marketing team in implementing all brand strategies via creation of new logos, advertisements, and B2B/B2C static web pages

Graphic Design Manager

Aug 2012 - Nov 2016

Stanton | Syosset, NY

- Designed layouts and created print POS and merchandising materials including brochures, labels, signage and catalogs for 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
- Collaborated with the Marketing Director daily to discuss creative strategy for current website and merchandising

Lead Graphic Designer

July 2011 - July 2012

EMM Group | New York, NY

- 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