



FRANKS.PUGLISI

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key design expertise

animation brand development brochures digital asset maintenance
e-mail blasts interactive PDFs logo design newsletters newspaper/magazine ads
package design photo retouching posters presentations self mailers
signage stationery video editing website design

applications & languages: Adobe Creative Suite (Acrobat After Effects Dreamweaver Flash
Illustrator InDesign Photoshop Premiere)
MS Office FunctionFox FileMaker Pro html css

professional experience

Darby Dental Supply Jericho NY

senior graphic designer

Apr 2014 – Present

- mentor jr. designers to achieve design goals and improve work efficiency
- lead in development annual private label brand campaigns
- researched video equipment to put a studio together to expand messaging to YouTube and Facebook video
- expanded responsibilities to include video editing
- develop trade show booths that portray the company to new clients
- responsible for developing quarterly catalogs

Natural Market Food Group Irvington NY

circular production / senior graphic designer

Feb 2013 – Apr 2014

- created monthly circular ads for multiple banners with extreme attention to detail to ensure accuracy; including content management, proof reading and pre-flight management
- strategically produced and placed branded signage throughout multiple stores
- advised the marketing department to produce work more efficiently through advanced techniques

Loews Corporation New York NY

graphic designer

Jun 2005 – Jan 2013

- managed interns who learned through my guidance and said that I was relatable
- demonstrate expertise in creative design for sales and marketing literature, corporate communication, display posters, presentation support material and a full spectrum of other graphic design projects
- instrumental in developing all Feinsteins at Loews Regency Hotel promotional material
- maintain functionality of the digital asset library
- generate Flash animations promoting Loews Hotels
- implement graphics industry's best practices and company's brand standards to all material of Loews Hotels
- saved approximately \$6,000 on an annual basis for an internal client by recommending the use of lcd screens in replacement of printing posters to effectively promote weekly shows

Travel Impressions Farmingdale NY

graphic designer

Oct 2004 – May 2005

- produced aggressive newsletters, promotional materials, and sales collateral by transforming innovative concepts into concrete designs
- partnered with the marketing team in executing strategic marketing messages, call to action, and brand standards
- regularly interacted with vendors and internal clients to communicate current project status
- strategically aligned all production specifications with receiving publication or environment

Kinray Whitestone NY

graphic designer

Jan 2003 – Oct 2004

- leveraged creativity and resourcefulness in the development of monthly catalogs, flyers, circulars, package design, and website maintenance

Long Island Herald Lawrence NY

photo editor / photographer

Aug 2002 – Jan 2003

- assigned tasks and coordinated functions of photographers
- determined appropriate photo images for corresponding stories, scanned and enhanced photographs for newspaper use

education

New York Institute of Technology Old Westbury NY

bachelor in fine arts major in computer graphics May 2002

Nassau Community College Garden City NY

associate of arts in liberal arts May 1998

professional development

Pratt Institute New York NY

actionscript & css Fall 2006
Dreamweaver & html Fall 2006

PowerPoint Jun 2011
eMagazines with InDesign Apr 2012

digital marketing bootcamp June 2017
Adobe Premiere Aug 2017