

**QUALIFICATIONS
SUMMARY**

A highly creative, goal-oriented professional with graphic design experience. Demonstrated experience in both print media and web design. Highly organized with the ability to manage multiple projects and meet deadlines. A strong work ethic combined with a commitment to excellence in all projects undertaken. A team player, working effectively with sales, copywriters, and senior management in accomplishing objectives. Exemplary communication and presentation skills. Macintosh and PC literate.

**GRAPHIC DESIGN
INDUSTRY EXPERTISE**

- Significant experience in design for print and digital pre-press procedures.
- Cutting edge, highly innovative design implementation skills.
- Ability to create highly detailed web mock-ups for HTML engineering.
- Advanced certificates in Quark Express, Adobe InDesign and Adobe Photoshop.
- Coordination of creative team members to achieve multiple deadlines and goals.
- Member, Creative Workers Association (CWA).

**PROFESSIONAL
EXPERIENCE**

2005 - Present

MARKETING GRAPHIC DESIGNER, ChoiceStream, Inc. - Cambridge, MA

Responsibilities include working with the marketing and sales team to shape ChoiceStream's image in the marketplace, creating excitement and driving the ChoiceStream's brand: enabling marketing, sales, and services with marketing materials, sales support tools, the corporate website, events and advertising opportunities.

- Design, layout and creation of marketing collateral including brochures, data sheets, white papers, flyers, and invites.
- Evolution and on-going maintenance of the design and content of company website.
- Working with management to flow in messaging and content.
- Creation of highly customized and professional sales presentations for key clients working in collaboration with senior user interface designer.
- Design and management of Word and PowerPoint standard templates for use in proposals, RFP responses, letters, presentations, and other written customer interactions.
- Management of corporate identity assets, sales and marketing materials.

2004 - 2005

SENIOR GRAPHIC DESIGNER, Airpath, Inc. - Waltham, MA

Full responsibility for the management of print projects from design concept through press runs. Produce high quality direct mail and collateral materials. Consult with sales team in the development and design of sales support materials. Produce a Corporate Identity Standard that is the guide for logo, font, and style usage company wide.

- Manage creative services and web implementation.
- Responsible for overall look and Design of Airpath.com website.
- Improve corporate identity with cohesive designs and collateral materials.
- Assist in developing and implementing new designs and ideas to build market brand.
- Communicate effectively, both orally and in writing with sales and marketing staffs.
- Develop creative and responsive design concepts.
- Understand business objectives and functional specs and apply those to visual design.

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william**TORTOLINI**

1999 - 2004

SENIOR GRAPHIC DESIGNER, Switchboard Incorporated - Westboro, MA

Responsible for creative advertising production, newsletter production, and web mock-ups. Full responsibility for the management of print projects from design concept through press runs. Manage in-house hires involved with the creation and production of banner advertisements. Produce high quality direct mail and collateral materials. Consult with sales team in the development and design of sales support materials. Produce monthly newsletter, supervising all design and production.

- Manage creative services and web implementation.
- Responsible for overall look and redesign of Switchboard.com website.
- Improve corporate identity with cohesive designs and collateral materials.
- Assist in developing and implementing new designs and ideas to build market brand.
- Instrumental in rollout of new automated badge tool.

1997 - 1999

GRAPHIC DESIGNER, Daily Evening Item - Lynn, MA

Responsible for creating advertisements and promotional materials for this traditional newspaper. Full responsibility for the design of advertisements from design concept through pagination. Work at high production rates in extremely tight deadline situations. Consult with sales team with the design of specific, consumer based, advertisements. Produce collateral materials and flyers for insertion and direct mail.

- Assist in managing art department and pagination services.
- Improve customer satisfaction with high quality designs for small businesses.
- Winner "Award of Excellence" for working above and beyond expectations.

EDUCATION

SALEM STATE COLLEGE - Salem, MA

Bachelor's Degree (1996)

Major in Graphic Design.

Minoring in Advertising and Marketing.

Dean's List, President Art Society, Internship in Art (2 Semesters)

UNITED DIGITAL ARTISTS (UDA) - Boston, MA

Certificates in Advanced Photoshop, Quark, and Photoshop for the Web

Professional Portfolio & References Available Upon Request