

## Deborah Rivero

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<b>Objective</b>	<b>Senior Creative Designer; Advertising, Branding and Interactive</b>	
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<b>Skills</b>	<ul style="list-style-type: none"><li>• Develop creative concepts</li><li>• Communicate corporate image</li><li>• Write dynamic messages</li><li>• Manage complex projects</li></ul>	<ul style="list-style-type: none"><li>• Create compelling animations</li><li>• Design &amp; produce collateral</li><li>• Manage vendor relationships</li><li>• Resolve problems creatively</li></ul>
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<b>Software Expertise</b>	<ul style="list-style-type: none"><li>• Adobe Dreamweaver</li><li>• Adobe InDesign</li><li>• Microsoft Office</li></ul>	<ul style="list-style-type: none"><li>• Adobe Flash</li><li>• Adobe Illustrator</li><li>• Adobe Photoshop</li></ul>
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<b>Experience</b>	<p><b>Marketing Graphics Manager</b> <b>SkillSoft Corporation</b>, Nashua, NH Set creative/visual direction for all marketing projects, including establishing an overall look-and-feel, brand guidelines and graphic standards. Lead the development of creative concepts in web and multimedia projects. Collaborate with marketing team to create marketing deliverables for live events. Create email campaigns for lead generation. Work on multiple projects with tight deadlines. Projects include online banner ads, web site design, multimedia presentations, e-mail campaigns, print collateral, print advertising and trade show media.</p> <hr/> <p><b>Art Director</b> <b>LTD Company Inc</b>, Bedford, NH Created original art and graphic layouts for web sites, logos, promotional pieces, multimedia, advertising and market identity. Created marketing campaigns for increasing sales, employing e-commerce initiatives and corporate branding strategies.</p> <hr/> <p><b>Art Director</b> <b>Winzeler Group Advertising</b>, Manchester, NH Initiated the company's first foray into web design, creating nine web sites from simple brochure styles to online catalogs. Designed tradeshow marketing, catalogs, e-newsletters, banner ads, corporate identity and multimedia solutions. Produced fresh layouts with originally created digital illustration.</p> <hr/> <p><b>Associate Art Director</b> <b>Concord Litho Group</b>, Concord, NH Designed direct marketing pieces for non-profit fundraising corporations worldwide, achieving beautiful results with small budgets. Found cost-effective sources for online stock art, thereby reducing production costs. Trained both in traditional and electronic prepress/direct-to-plate printing.</p>	<p><i>December 2004 to Present</i></p> <p><i>May 2003 - July 2004</i></p> <p><i>November 2000 - April 2003</i></p> <p><i>March 1988 - October 2000</i></p>
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<b>Education</b>	<p><b>Advertising Design</b> <b>Fullerton College</b>, Fullerton, CA</p>	<p>1985</p>
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<b>Certification</b>	<ul style="list-style-type: none"><li>• Adobe Dreamweaver</li><li>• Adobe Flash</li><li>• Microsoft Office</li></ul>	<ul style="list-style-type: none"><li>• Adobe Illustrator</li><li>• Adobe Photoshop</li><li>• QuarkXpress</li></ul>
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<b>Awards</b>	<p><b>Interactive and Motion Graphics</b> Winner of the 2007 American Inhouse Graphic Design Awards Winner of the 2006 American Graphic Design Awards</p>
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