

Constance Ray

Graphic Design
United States

View the full portfolio at <http://www.thecreativefinder.com/constanceray>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Dallas Children's Advocacy Center
Holden Uganda
PCS Productions
Walton Graphics

Awards and Accolades

Qualifications:

Art Director - Graphic Designer with experience in marketing, print design, photography, video production, and web design. Exceptional ability to handle many projects under tight deadlines; dynamic and inventive creator of marketing concepts and designs. Skilled in vendor relations and negotiations. Passionate for raising the standard of graphics within small companies or inhouse design teams.

Technical Proficiency:

Platforms:

Proficient with both Windows and Mac platforms.

Software Experience:

Expert in Adobe (CS5) Illustrator, Photoshop, InDesign, Acrobat; and Quark with experience in Bridge, HTML, Flash, After Effects, Premiere Pro, Encore. Also adept in Office (7) Publisher, Power Point, Excel, Word, Outlook, and researching on the internet. Familiar with Nikon D 50; shooting product shots, portraits indoor and outdoor sports.

Professional Experience:

Graphic Designer

Helped establish and produce new product lines. Successfully conceptualized and produced marketing strategy and campaign for main product line. Managed and art directed photoshoot and editing for over 600 products. Introduced html email campaigns and social networking to corporate marketing. Produced product videos in house and supporting websites.

Key Responsibilities and Achievements:

- Concept and create all sales material, product packaging, product photography, and advertising campaigns.
- Established new company websites and daily maintained content.
- Launched new marketing campaign which included launch kits, sales material, product packaging, and trade advertisements.
- Worked within a tight budget to create quality design pieces and raise the standard of marketing within the Corporation.

Associate Director of Marketing 15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

Successfully translate subject matter into conceptual design and document for magazines, promotional material and fund raising collateral. Streamlined branding and created new standards for branding. Manage all design production from strategies, quotes, productions, pre-press to mailing and tracking the ROI.

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