

# colleen demenna

GRAPHIC DESIGN • CREATIVE DIRECTION

## Work Experience

### Freelance Designer

Graphic & Web Designer  
2014 - CURRENT

- Develop branding guidelines and logos for a variety of small businesses such as Profs & Pints, Cirqusoria, and artists Keith Morrison and Cassie O'Neal
- Design and building of company websites with Wordpress, as well as maintained website plugins and updates if requested
- Create wedding stationary suites with custom lettering

### PrimePay

Lead Graphic Designer  
APRIL 2016 - JAN 2020

- Successfully managed and coordinated all web, print, and digital marketing collateral from concept through completion
- Developed and distributed updated branding guidelines and various digital and print templates to be used company wide
- Collaborated with the all departments in developing marketing materials and new initiatives
- Partnered with web developer in production and maintenance of the company websites
- Trained and onboarded designers on all procedures and guidelines to maintain brand consistency
- Designed and launched new company website using analytics and data to increase page conversions by 5%
- Worked directly with the corporate communications specialist in photographing and filming a new series of client testimonials for the website and social media
- Alongside the marketing director, created and implemented a new workflow for company project requests to allow for quicker response time

### 21xdesign

Graphic Designer  
MAY 2015 - APRIL 2016

- Collaborated and designed websites using WordPress and Adobe Muse for various clients including Delaware County Libraries
- Maintained all company websites as well as social media accounts including Facebook, Instagram, Twitter, and LinkedIn
- Created and developed various print designs such as book covers and interiors including tabletop RPG Beyonder
- Created and wrote blog series called Shelf Life highlighting various books within our collection

### DiscMakers

Graphic Designer Intern  
JUNE 2014 - AUG 2014

- Designed various social media and website graphics
- Collaborated and designed a large scale mural celebrating DiscMakers 70th anniversary
- Coded simple email templates

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## Tools

InDesign  
Photoshop  
Illustrator  
Adobe Acrobat  
Lightroom  
Premiere Pro  
Speedgrade  
After Effects  
Adobe XD  
Wordpress  
Word  
PowerPoint

## Professional Skills

Graphic Design  
Digital Marketing  
Leadership  
Market Research  
Project Management

## Expertise

Web Design  
UI/UX  
Branding  
Print Design  
Typography & Lettering  
Photography