

Adriana D. ITSCHNER

West Orange, NJ USA ʘ 973 669 0333 ʘ print and web designer ʘ adriana@adizain.com ʘ adizain.com



*11 years experience in Graphic Design including: Print design, Web design and Illustration.
Creating designs, stories and potions.*

FREELANCE

Web ʘ Print Designer ʘ Illustrator

IX/2007 - present

ALCHEMY OF DESIGN

Clients:

DaVinci Education Center
Decision Quest
Flour Power - shopflourpower.com
Dr. Georgios Tsausidis
Iris Trapp
Sun Neptun Beagles - sunneptun.sk
Olga's Murals - olgasmurals.net
Younique Film
tripletau.blogspot.com
crowfood.blogspot.com

Web Site Design and Development

Reducing clients' expenses by handling the project from concept to design, starting with: wire-framing, graphics, and implementation of comprehensive UI. Transferring the content and finished design to functional web sites via XHTML, CSS, PHP templating, validating and testing for cross browser compatibility.

Identity and Collaterals

Capturing the essence of client's business to create meaningful logo designs, collaterals, and web sites.

Custom Blog Spot Templates

Original Illustration and Design for CD and DVD Packaging

Sr. Web Designer

V/2008 - X/2009

DIRECT BRANDS

New York City

Clients:

Black Expressions®
Children's Book-of-the-Month Club®
Columbia House
Mystery Guild®
SFBC.com
QPB®
The Good Cook®

HTML E-mail Offers Design

Designing innovative e-mail offers that utilize compact e-mail space without sacrificing the visual impact.

Always Ahead of the Schedule

Helping other designers with their work load.

Banner Design

Enhancing the visual impact and consistency by creating memorable graphics and illustrations for banners used on MyPoints and book club web sites (thegoodcook.com, blackexpressions.com, crafterschoice.com, sfbc.com, to name a few).

EMPLOYMENT

Print ʘ Web Designer

X/1999 - VIII/2007

ARENSON

New York City

Redesign of Marketing Materials

Complete redesign of marketing collateral, praised by all sales people for its efficiency, and the inclusion of in-house photographs that showed a genuine portrayal of Arenson's services. Emphasis on maintaining brand identity across all company communications both external and internal. Managing every step in the creation of all printed materials such as promotional brochures, ads, postcards, invitations and the company newsletter.

DIGITAL SKILLS

- ʘ Mac and PC proficient.
- ʘ Photoshop
Expert level
- ʘ Illustrator
Expert level
- ʘ InDesign, Quark Xpress
Expert level
- ʘ Flash
Advanced level in design and animation, intermediate knowledge of ActionScript 3
- ʘ Fireworks
Advanced level
- ʘ PowerPoint
Expert level
- ʘ Microsoft Office
Expert level
- ʘ XHTML, CSS
Expert level
- ʘ PHP, JavaScript
Basic level

EDUCATION

1995-1999

B.A. in Advertising Art
SETON HALL UNIVERSITY
South Orange, NJ

- ʘ Major GPA 4.000
- ʘ Cumulative GPA 3.926
- ʘ Summa Cum Laude
- ʘ Art Honors Citation
- ʘ Dean's List all semesters



EMPLOYMENT

X/1999 - VIII/2007

ARENSON

New York City

Print Design

Working with digital and off-set printers to ensure color consistency and ultimately lower company's paper budget. Introducing Arenson to recycled stock and educating other employees about efficient use of computers and in-house laser printer.

PowerPoint Presentations

Helping Arenson to win bids for clients including Merrill Lynch, WAMU, Estee Lauder, Memorial Sloan Kettering and Marsh & McLennan Companies by developing interactive PowerPoint presentations.

Web Site Maintenance

Eliminating the need to hire outside contractors by learning web design standards to update company's web site in-house. Simplifying product search for clients by developing online catalogs unique to clients needs.

Art Director ♪ Web ♪ Print Designer

VIII/2003 - X/2006

INDROS GROUP

New York City

Clients:

Ceramic Tiles of Italy
Dr. Pierre Ricaud
Haband
EMF
Italian Tile Industry
Netivot Shalom
Time Life
Yoswein New York
Yves Rocher

Art Direction

Supervising team of web designers in creating web sites that surpass expectations of clients whose ideas have been previously misunderstood by other designers. Overseeing the web site design to ensure that the design complements client's brand identity and draws in new customers.

E-commerce

Applying artistic finesse to adapt, maintain and uphold clients' existing visual styles throughout all facets of e-commerce such as online stores, sweepstakes, special offers, HTML-based e-mails, online catalogs, DRTV pages and banners.

Photo Retouching

Stepping in to finalize and optimize graphics, retouch product photography to meet the deadlines.

Illustration and Flash Animation

Carrying out full design, illustrations and graphical production for client's (Max & Gino Clothing) e-store. Creating storyboard and implementing hand-drawn illustrations in Flash for the colorful splash page targeting client's young and hip customers.

Print Design

Designing print advertisement, special event programs and postcards for annual Italian Trade Commission Exhibit.

RELEVANT SKILLS

- ♪ **Illustration**
Charcoal and Acrylics
- ♪ **Darkroom**
Black & White photography
- ♪ **Languages:**
*Fluent in Czech and Slovak
knowledge of German,
Russian and French.*

INTERESTS

- ♪ **Wildlife and Hiking**
- ♪ **Gardening and Spagyrics**
- ♪ **Environmental movement**
- ♪ **Creative writing**
- ♪ **History of Art**
- ♪ **Romanesque and Gothic style**
- ♪ **Classical Fencing and Swords**
- ♪ **Dog training and Horseback riding**
- ♪ **Playing acoustic guitar**

"It is finished when Seven are One"

D.A. Freher
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