



Rosemari Dominiano

GRAPHIC DESIGNER



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*Due to privacy issues the Comcast projects that I've designed can not be displayed on my website.

SUMMARY

Creative, well organized graphic designer with many years of experience. Communicates well with clients, printers and other designers to develop solutions for a wide variety of projects from concept to final mechanicals. Is responsible for designing original ideas or designing within company brand guidelines. Pays excellent attention to detail and is knowledgeable in all the necessary design software on a mac platform. Displays a positive attitude and strong work ethic while working well with little or no supervision.

Completed the Web Design Essentials certificate program at University of the Arts in the fall of 2015. The goal of the program was to learn the entire process of web design, starting from initial concepts to wire framing to high fidelity mockups and then using HTML5 and CSS3 to create a finished website for both desktop and responsive use.

WORK EXPERIENCE

2000-Present, Senior Graphic Designer **Cataleno & Company, Moorestown, NJ**

Design: logos, brochures, collateral materials, slide show presentations, digital signage, email/web graphics, ads, packaging and environmental graphics; for such companies as: Comcast, CSL Behring, Campbell Soup Company, Burlington Coat Factory, Godiva Chocolatier, The National Audubon Society, Firstline Manufacturing, Glaxo Smith Kline and Pepperidge Farm.

- Designed the "Promising Futures" employee brand identity for CSL Behring. This included a logo, a variety of recruitment materials and brand/style guidelines brochure. Many of the materials were translated into an editable template for the client to update at will. Also, conducted extensive photo research and created a library of images.
- Designed PowerPoint templates for Comcast Board of Directors.
- Designed banding for a variety of Comcast internal communications campaigns such as Go Digital, Festive Fleet, Always Innovate, Cable Goals, and Comcast Now.
- Created the Campbell TrendScape identity. This included a logo and several illustrations. The look was applied to a brochure, highlight sheet, PowerPoint presentation and web graphics.
- Designed environmental graphics for wall spaces and displays throughout Campbell Soup Company. Prepared artwork for large format printing.

1995-2000, Associate Designer **Hanson Associates, Philadelphia, PA**

Worked with senior designers to design: brochures, ads, corporate identity, collateral materials, packaging and signage; for such companies as: Kraft, Aramark, Breyers, Maaco and Finlandia.

- Other responsibilities included: mechanical production, photo retouching, photo shoot and press check supervision, Power Point presentations and photo audits.

COMPUTER SKILLS

Proficient in the following software:

Illustrator CS6
Photoshop CS6
InDesign CS6
Acrobat Pro 10
Microsoft PowerPoint 2011
Microsoft Word 2011

Experienced in the following software:

Dreamweaver CS6
Quark XPress 10

EDUCATION

2014-2015
Web Design
Essentials Certificate
University of the Arts,
Philadelphia, PA

1991-1995
Bachelor of Fine Arts
Temple University,
Tyler School of Art,
Philadelphia, PA