

RENÉE TESSIER

GRAPHIC & WEB DESIGN • PHOTOGRAPHY • SOCIAL NETWORKING

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PROFESSIONAL PROFILE

Innovative and multi-talented Graphic Designer experienced in print design, multimedia and photography with a specialty in social networking. Dynamic team player successful in both independent and collaborative endeavors. Exceptional interpersonal skills cultivating professional partnerships, with emphasis on vendor relations and negotiations. Excel in creating excellent work within the parameters of budget and time, with extensive experience in:

WEB & MULTIMEDIA:

- Website Design & CMS
- Flash Animation
- Social Networking
- Email Blasts

PRINT:

- Corporate Identity
- Catalogs
- Packaging
- Brochures & Newsletters

PHOTOGRAPHY:

- Film & Digital
- Processing & Printing
- Retouching
- Product & Commercial

PROFESSIONAL EXPERIENCE

MTA DISTRIBUTORS

WHITES CREEK, TN

GRAPHIC DESIGNER; 2011

Worked under Creative Director and was responsible for print and web creative, as well as product photography in a deadline driven equipment rental industry. Collaborated with printing vendors and publishers to ensure a superior product, and excelled at ensuring brand continuity for all vendors associated with MTA, such as Honda, Bosch, and Black & Decker.

ACHIEVEMENTS:

- Created layout and artwork for MTA's nationally distributed product catalogs.
- Responsible for numerous successful email blast campaigns.

MARTIN & COMPANY ADVERTISING

WHITES CREEK, TN

GRAPHIC DESIGNER; 2011

Served as designer, storyboard artist and social networker in a fast-paced advertising agency that targeted the automotive aftermarket. Produced both print and web creative, working with both developing and sales departments under direction of the creative director. Effectively multitasked while performing numerous projects outside the scope of the position, e.g. copywriting, video editing and marketing.

ACHIEVEMENTS:

- Grew Martin & Company's twitter followers 2500 percent in a three-week period.
- Created several successful banner campaigns for clients such as TAG, Howell and E3.
- Wrote innovative articles for company newsletters.

PROFESSIONAL FREELANCER

GRAPHIC DESIGNER, PHOTOGRAPHER, ANIMATOR; 2009-PRESENT

Partnering with a variety of small businesses to effectively improve their print and web design. Successfully manage and coordinate graphic design projects from conception through implementation. Work closely with clients to create vision and conceive design, while consistently meeting deadlines, producing exceptional collateral and exceeding expectations.

NOTABLE CLIENT: CONDÉ NAST

- Collaborated on globally printed advertising campaign during the New York, Milan and Paris fashion weeks. Created static and flash-based content, using a content management system to update the corporate website. Was the liaison between art and publishing teams for magazine layouts and multiple flash based slide shows for wwd.com.

ADDITIONAL ACHIEVEMENTS:

- Launched a fresh design campaign for Ben & Zoe's Backyard, resulting in a 30 percent increase in annual sales.
- Produced a high-end consumer catalog for Afficionado, filling the role of both photographer and designer.
- Reworked XYZ Company's corporate identity: created new logo, stationary, postcards, brochures and other collateral.

(cont.)

BETTY BEAUTY
GRAPHIC DESIGNER; 2008

NEW YORK, NY

Served as sole designer, tasked with translating subject matter into concrete design for promotional materials and marketing collateral. Conceived design theme and graphics for marketing presentations as well as the corporate website and email blasts.

ACHIEVEMENTS:

- Re-designed and coded email blasts for consumers, and created a 15 percent increase in annual e-commerce.
- Cultivated brand continuity across several platforms.

HAIER AMERICA
GRAPHIC DESIGNER AND PHOTOGRAPHER 2007-2008

NEW YORK, NY

Collaborated with creative team to design and produce artwork for marketing/promotional materials. Participated in production of print and web items such as flash advertisements and buttons under the direction of the Marketing Department. Held primary responsibility for photography for all company collateral.

ACHIEVEMENTS:

- Created new branding and identity for Commercial Chef, including logo and packaging.
- Reworked sales sheets to improve readability and visual appeal.
- Successful coordination between several departments for release of the Ibiza Rhapsody.

EDUCATION:

MARYMOUNT MANHATTAN COLLEGE
AUGUST 2003-MAY 2007

NEW YORK, NY

Bachelor of Arts; Graphic Design major with Photography minor

ACHIEVEMENTS:

- Dean's List Scholar
- Marymount Manhattan College Art Department Assistant 2005-2006
- Intern at Neighborhoodies 2006-2007

TECHNICAL PROFICIENCY:

PLATFORMS: Mac and Windows OS

DESIGN: Adobe CS5.5 (Photoshop, Illustrator, Indesign, Dreamweaver), Quark, HTML/CSS coding, Wordpress, Joomla, Dupral

PHOTOGRAPHY: Nikon D80, various 35mm and large format cameras, Aperture, Lightroom

ANIMATION/VIDEO: Flash, Garage Band, iMovie, iDVD, Handbrake

ETCETERA: MS Office (Word, Excel, PowerPoint), File Maker Pro