

ANDREA MAGINNIS

CREATIVE DESIGNER



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6 Chestnut Street
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DESIGN EXPERIENCE

June 2013 -
Present

**Single Source
Marketing**
Danvers, MA

Creative Director UX & UI Design | Social Media | Animation | Visual Design
Packaging | Illustration

- Create architecture, wireframe, design, and layout of websites
- Manage internal and external development of websites
- Design, illustrate, and create animations for social media and digital banner ads
- Design static digital content for social media, banner ads, and email campaigns
- Design presentation kits, brochures, print ad campaigns, direct marketing pieces, posters, postcards, and other collateral
- Design and layout packaging labels, bags, and boxes
- Design brand identities
- Design and develop tradeshow displays, billboards, and truck wraps
- Illustrate for various projects and mediums
- Design and produce corporate PowerPoint presentations
- Art direct photoshoots
- Work closely with vendors to insure correct and organized execution of files

November 2010 -
June 2013

Primary Design
Haverhill, MA

Senior Web Designer UX & UI Design | Front-End Development | Animation

- Create architecture, wireframe, design, layout, and front-end development of websites
- Design, layout and develop front-end of tablet applications
- Work closely with back-end developers, review and test completed websites
- Design, illustrate, and create animations, screensavers, and digital ads
- Design and produce presentations
- Work closely with clients on ongoing maintenance of websites

August 2006 -
December 2010

**ArtSparks
Studio**
Newburyport, MA

Creative Director UX & UI Design | Front-End Development | Visual Design
Illustration | Animation

- Create architecture, wireframe, design, layout, and front-end development of websites
- Design, layout and create Flash websites, animations & banner ads
- Design and create email blasts managed in Constant Contact
- Work closely with clients on ongoing maintenance of websites
- Design, layout and produce corporate identities, direct mail pieces, brochures, advertisements, postcards, letterheads and posters
- Produced black and white to 4-color hand drawn and electronic illustrations for magazines, websites, book covers, textbooks, and posters
- Work closely with printers to ensure correct and organized execution of files

February 2000 -
August 2006

NetCasters Inc.
Topsfield, MA

Art Director UX & UI Design | Front-End Development | Visual Design | Illustration

- Create architecture, design, layout and front-end development of websites
- Design marketing materials for online TrainCaster software product
- Design TrainCaster identity, popup displays for trade shows, direct mail pieces, brochures, landing pages, and Flash tutorials
- Create corporate identities and illustrations
- Work closely with clients on ongoing maintenance of websites
- Work with SEO and Google AdWords

PROFESSIONAL SKILLS

Photoshop
Illustrator
InDesign
Dreamweaver
Animate
WordPress
Constant Contact
MailChimp
Acrobat
Bridge
Word
PowerPoint
Excel
Information Architecture
Wireframing
HTML5
CSS3
jQuery
Javascript

EDUCATION

Lesley University
**College of Art
and Design**
Boston, MA

Design Major

Related courses include corporate design, graphic design, advertising design, illustration, typography, photography, and fine arts. Other related skills include figure drawing, marker drawing, book binding, color theory, painting and sculpture.