

MARGE ROMANO
margeromano@verizon.net

VERSATILE, HIGH-ENERGY DESIGNER

Enthusiastic and personable professional with years of success as a results-driven **Art Director/Graphic Designer**. Extensive experience in translating needs into award-winning concepts for print, web and electronic media. Adept at taking a project from concept to finished product. Expertise in corporate design, branding, and e-commerce website usability. Exceptional customer-facing communication and presentation skills. Organized and responsible team player.

COMPUTER SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat. QuarkXPress, Basic knowledge of Dreamweaver and Flash. Proficient in both MAC and PC platforms.

PROFESSIONAL EXPERIENCE

WYNDHAM WORLDWIDE

2006-2009

Multimedia Designer

Designed graphics and layouts for print and electronic media for advertising, conference, tradeshow, training and marketing materials for Global Training within Wyndham Hotel Group. Created logos, promotional materials, signage and presentation templates supporting corporate programs. Initiated and maintained exceptional vendor relationships.

- Designed award-winning branding for the Wyndham Hotel Group training department, boosting recognition within the company and promoting a positive value proposition to franchisees which increased revenues and raised satisfaction ratings.
- Produced graphics for a 20'x20 foot trade show booth promoting training offerings at nine Wyndham Hotel Group brand conferences. Designed all conference collateral, resulting in increased on-the-spot class registration.
- Selected by upper management as key designer to develop eye-catching visual concepts and graphics for high-profile projects including employee recognition programs, company logos, posters, flyers and electronic newsletters. As a result, acquired a reputation as a team member who exceeded expectations.
- Managed global re-imaging project following the merge of domestic and international training departments. Wrote creative brief and worked in partnership with London agency to develop visual concept. Attended photo shoot, adapted new branding to classroom and marketing collateral, managed outside vendors and printing.
- Instituted a marketing plan where no previous plan existed. Initiated meetings with marketing pros to research successful marketing activities. Wrote and implemented a plan that drove revenue by utilizing direct print, existing intranet and running ads in various corporate online and email newsletters.

FREELANCE

2003-2006

Art Director, Graphic Designer

Conceived, designed and produced logos, advertising and promotional materials, presentation comps, book jacket design, web site design and print prototypes for small businesses and Fortune 500 clients for print and web projects.

- Restructured existing web site and designed section templates for The American Lung Association of NJ, resulting in an annual savings of \$12,000.

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- Designed book jackets and book interiors for Peace of the Dreamer Publications resulting in a savings of 25% off outside agency fees.
- Adjunct Instructor, Union County College for QuarkXPress, Design Principles and Production Overview.

LEXIS NEXIS, Reed Elsevier, New Providence, NJ

2001-2003

Art Director

Lead designer for a creative services team that designed various e-commerce websites ensuring aesthetics, ease of usability, functionality, adherence to branding, and navigation of the user interface for the legal services industry.

- Designed and art directed the re-design of the lexisONE web site, implementing new branding aesthetics, typography specifications, simplified navigational system and usability criteria, increasing point-of-sale revenue by over 200% for two consecutive years.
- Grew revenue by 27% through re-designing the online LexisNexis Bookstore, highlighting monthly promotions, showcasing featured author's picks and facilitating purchase paths.
- Initiated the integration of graphic design into software product development project cycle. Designed focused mock-ups based product manager's objectives, clarifying the technical scope of the project, which shaved 3 months off of product development time.
- Drove traffic through the utilization of a unique ad shape and page placement on the web site entry page, reinforcing the branding campaign and resulting in a conversion rate 34% ahead of forecast.
- Leveraged design expertise across LexisNexis global units resulting in the elimination of outside agency fees
- Designed and produced a comprehensive Visual Specifications Guide detailing standardization of page size, spatial division, color scheme, typography and image style, ensuring continuity of design to leverage brand equity and increase revenue across lexisONE and LexisNexis Bookstore.
- Designed and art directed tutorials for 5 legal research products, generating interest and promoting sales, resulting in a 12% increase of sales over a period of 6 months.

TIFFANY & CO., Parsippany, NJ

2000-2001

Web Designer, Consultant

Key designer in the development, design and maintenance of multiple sections of the company's intranet. Designed and maintained online newsletter.

- Managed the launch of the online Company Store, designing and presenting conceptual mock-ups to management, resulting in the approval of \$55K for completion of project.
- Trained in-house IT personnel resulting in the elimination of \$2,500 in monthly agency fees for updating and maintenance of the intranet site.

WORLD INTERNET RESOURCES, Woodbridge, NJ

1997-2000

Art Director

Lead Designer for a creative services company specializing in web site development, design and deployment for small businesses and Fortune 500 companies. Designed over 40 web sites for industries ranging from medical equipment to telecommunications.

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SCHERING-PLOUGH CORPORATION, Kenilworth, NJ

1973-1996

Senior Promotional Designer

Art directed in-house creative team that produced advertising and promotional materials to support marketing for all domestic ethical products.

Senior Graphic Packaging Designer

Managed production of approximately 1,000 pharmaceutical packaging and labeling requests annually. Implemented FDA requirements, utilizing in-house and outside agencies. Designed sample and ethical packaging and labeling for domestic OTC and Rx products.

Senior Graphic Artist

Produced artwork for domestic OTC and ethical packaging and labeling.

EDUCATION

BFA, Graphic Design, School of Visual Arts, NY, NY
Certificate, Web Design, United Digital Artists, NY, NY
Certificate, Graphic Design, School of Visual Arts, NY, NY

AWARDS

Art Directors Club of New Jersey:
Trademarks and Logos; New Jersey Romance Writers
Trademarks and Logos; Wyndham Worldwide School of Hospitality Operations
20-page brochure; Wyndham Worldwide School of Hospitality Operations

PROFESSIONAL MEMBERSHIPS

Art Directors Club of New Jersey