



Sandra
Strasser

GRAPHIC DESIGNER/ART DIRECTOR

561.573.2828

SandraStrasserDesign.com

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St. Johns, Florida

QUALIFICATIONS PROFILE

Highly passionate and creative multitalented Designer/Art Director with 17+ years of experience in graphic design, creative advertising, and corporate marketing. Possesses exceptional creative and strategic marketing vision; strong collaborative and interpersonal skills with well-developed written and verbal communication abilities.

EXPERIENCE, 17+ YEARS

Cruise Planners-American Express Travel – SR. GRAPHIC DESIGNER (2012-PRESENT)

Created highly compelling, impactful, and on-strategy pieces for the consumer market, as well as, the franchise sales side of the business. Worked with upper management to achieve on-trend designs that produced tangible business results, improving company profitability and customer response while maintaining the brand.

- Produced award-winning and compelling integrated communications campaigns that include print and digital applications.
- Conceptualized, designed, and executed unique design projects for the consumer travel market including a bi-annual magazines, weekly direct mail campaigns, customized flyers and print advertisements, print-on-demand postcards, weekly email blasts, monthly enewsletters, animated web banner ads, and other online content.
- Executed national and trade magazine advertising, collateral, sales tools, website design, online ads and banners, trade-show materials and booths for the Franchise Sales department.
- Stayed current on industry trends and creatively sought out new methods of storytelling.
- Provided team members with creative direction and feedback.
- Facilitated press checks and approved bluelines.

Freelance Graphic Designer – DESIGNER/ART DIRECTOR (2007-PRESENT)

Worked with multiple clients to produce cutting-edge print and online collateral that identified and marketed their unique brands. Managed project budgets and timelines to achieve goals and objectives and surpass clients' expectations.

- Clients ranged from individuals and small businesses to corporations (Twinfare, Darmic Consulting, North Broward Preparatory School, Megayacht Technical Services International, and Qzina.)
- Produced corporate identity packages, brochures, flyers, ads and editorials, catalogs, business proposals, books, and web designs and banners.

Cosmeplast – DESIGN/MARKETING CONSULTANT (2008-PRESENT)

Assumed the roll of a strategic marketing manager and a graphic designer for this plastic surgery practice. Helped identify, craft, and clearly communicate their marketing message. My creative expertise and brand strategy updated their brand look beyond the competition.

- Created print materials such as ads and advertorials for magazines and newspapers.
- Redesigned and maintained client's website
- Selected all the photography used in the design of the promotional materials and the web; art directed photo shoots.

Office Depot, Inc. – SR. GRAPHIC DESIGNER (2000-2008)

Worked closely with the Creative Director as well as the Marketing and Merchandising teams to develop design concepts that would appeal to targeted audiences, grow sales, and promote brand awareness.

- Designed special marketing (editorial) catalog sections, catalogs templates, direct mail, ads, brochures, and posters.
- Developed national campaigns (i.e. Holiday, Back to Business, Back to School), implementing them into various channels and vehicles.
- Worked with outside vendors to created co-branded advertising materials
- Presented creative to clients (including Marketing and Merchandising managers and VPs).
- Coordinated and art directed photo shoots, (from location and model selection to final image selection).
- Mentored and directed Designers and Production Artists in their creative efforts.



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PORTFOLIO & REFERENCES

For samples of my
work please visit

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References are available
upon request.

Kinkos – DESIGN SPECIALIST (1998-1999)

On-site designer for Computer Services department. Duties included:

- Designed corporate logos, Web graphics, CD books, menus, posters and flyers for customers and corporate clients (i.e. Nations Bank, Progressive, Panera Bread Company, the Jacksonville Jaguars).
- Assisted customers with page layout, production troubleshooting, and concept to completion of projects.

Graphic Central Station – GRAPHIC ARTIST (1997–1998)

Designed for a full-service agency; customized ad layouts at all stages, retouched and edited photographs.

TECHNICAL PROFICIENCY

Proficient on Mac and Windows platforms and experienced with programs such as: Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver), QuarkXPress, Microsoft Office (Word, Excel, Powerpoint, and Outlook)

ADDITIONAL PROFESSIONAL SKILLS

Art Direction

- Generated and develop ideas for ads and campaigns, ensuring that creative strategy is innovative, motivating, and right for the client
- Inspired, encouraged, and mentored junior team members
- Briefed photographers, artworkers and retouchers – and presented to clients

Project Management

- Initiated projects and met tight project schedules
- Managed day-to-day operational aspects of a project and scope, including delegating work to graphic artists, copy writers, and proofers
- Worked with external printing houses to obtain accurate and cost-effective quotes

Languages

- Fluent in English, Italian and Croatian, strong Spanish comprehension

EDUCATION

Bachelor of Fine Arts in Graphic Design, University of North Florida, 1997

AWARDS

- 2015 **Magellan Award**, Gold Advertising/Marketing Category, *"Picture Your-selfie Here"*
2015 **Magellan Award**, Gold Advertising/Marketing Category, *"Make Someday Today"*
2015 **Magellan Award**, Silver Advertising/Marketing Category, *"The Game of Travel"*
2014 **Magellan Award**, Gold Advertising/Marketing Category, *"Travel Advisor eNewsletter"*
2014 **Magellan Award**, Silver Advertising/Marketing Category, *"Travel Then & Now"*
2014 **Magellan Award**, Silver Advertising/Marketing Category, *"Color Your World"*
2014 **Magellan Award**, Silver Advertising/Marketing Category, *"Stop Doodling"*
2014 **Magellan Award**, Silver Advertising/Marketing Category, *"Travel Wish List"*
2013 **Magellan Award**, Gold Advertising/Marketing Category, *"Live Out Your Dreams"*
2013 **Magellan Award**, Gold Advertising/Marketing Category, *"Fall For Foliage"*
2013 **Magellan Award**, Gold Advertising/Marketing Category, *"Vote For Vacation"*
2013 **Magellan Award**, Silver Advertising/Marketing Category, *"Travel Innovations"*
2013 **Magellan Award**, Silver Advertising/Marketing Category, *"Discover Homeports"*
2007 **MultiChannel Merchant Award**, Silver in Print Channel, *"Green Book"*
2006 **MultiChannel Merchant Award**, Silver in Print Channel, *"Green Book"*
2005 **MultiChannel Merchant Award**, Silver in Print Channel, *"Green Book"*