

Donna Russo

Graphic Designer | Illustrator

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EDUCATION

dSpace-Highland Park, NJ

- UX Design basics: 5 month study group learning the phases of research and designing for a digital product

Middlesex County College-Edison, NJ

- Beginner's HTML
- Beginner's CSS

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

ACCOMPLISHMENTS

- Lexis Nexis Martindale-Hubbell: This was a contractor position where I was initially hired for phase 2 of a 3 stage project to upgrade over a thousand websites. I was requested back to assist the new team assembled for the final stage of the project. Our team exceeded expectations and finished the project ahead of schedule.
- BlackRock: I helped develop the role of photoshoot coordinator, creating procedures and organization systems to fulfill the imaging needs of the company on a national and international level. I also designed a custom illustration for BlackRock's 20 year anniversary. This illustration was used on memorabilia as well as framed and displayed in BlackRock offices around the world.

WORK HISTORY

DESIGNWAY, LLC | Laurence Harbor, NJ

March 2003-Present

Owner/Freelance

- Design and produce a variety of graphic design and illustration projects for small to mid-sized businesses. Such as logos, posters, banners, ads, booklets, icons, business stationary and custom illustrations for use in literature and presentations. I am also a Reiki Master Teacher (RMT) conducting classes and workshops at various centers in New Jersey.

LEXIS NEXIS/MARTINDALE-HUBBELL | New Providence, NJ

July 2012 to November 2013

Website Project Coordinator

- Project coordinated website upgrades for a DIY templated product for over 1000 clients based in the law field. This involved conducting creative briefings to explain the product and discuss the client's creative needs regarding imagery and content to be hosted on their website.
- Collaborated with staff writers supplying information solicited from the client. Produced layout and assembly of DIY website as per the client's template choice and creative input, within the product guidelines.
- Created custom digital imagery for the site, using stock photography or images supplied by client. Applied any client requested changes, resolve questions and minor technical problems.

BLACKROCK, INC. | Princeton, NJ

January 2006 to January 2012

Graphic Designer/AVP

- Wide range of assignments designing marketing collateral for the company such as brochures, mailers, fact sheets, invitations, event materials, merchandising items and shareholder letters.
- Encompassed heavy knowledge and implementation of visual identity guidelines, quality control, attention to budget concerns while maintaining deadlines on time sensitive materials.
- Designed logos and custom graphics for use in various marketing venues.
- Prepared files for release to a variety of print vendors.

Photoshoot Coordinator

Managed process for scheduling and coordinating photo sessions for the company's custom imaging needs. Photography styles ranged from standard professional headshots to journalistic styles while implementing the company's visual identity system.

- Hired photographers and maintained budgets for various photography sessions.
- Made final image selections, applying photo retouching and enhancement where needed. Handled archiving, formatting and distribution of the images to other offices within the company, as well as to outside vendors and media sources.
- Developed effective solutions to ensure individual photo candidate's satisfaction with final imagery selections and ensured headshots were kept current on the company's intranet.

Illustrator

- Created personal and unique custom illustrations, done digitally or traditionally, for presentations, specialty printed pieces, commemorative occasions and team celebrations.