



**MaggsDesign**  
Burlington, MA 01803

**Robyn Magnarelli**

Graphic/Web Designer


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Highly creative and multitalented **Graphic Designer** with extensive experience in online marketing and print design.

Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

 [/in/robymagnarelli/](https://www.linkedin.com/in/robymagnarelli/)

## Featured Skills, Software & Technology

Creative Strategy • Interaction Design • Graphic Design • Web Design • User Experience • Logo Design • Concept Development • Advertising • Interactive Advertising • Social Media Marketing • User Interface Design • Branding & Identity • Integrated Marketing

Expert knowledge and proficiency with Adobe Creative Suite (Photoshop, Illustrator, and InDesign) and **Microsoft Office** (Word, Excel, Powerpoint)

Experience with mobile and/or responsive design

Hands-on **WordPress** design, development and maintenance, knowledge.

## Work History

### Freelance Art Director

#### Graphic Design // Web Design

##### March 2010-Current

Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. Develop the overall layout and production design for advertisements, brochures, magazines, websites, banners, and corporate reports. I have become very fond of developing WordPress websites and would like to continue to develop my skills.

- Proven ability to take concepts and strategically transform them into a functioning interactive web experience.
- Keen sense for marketing and branding
- Self-motivated, detail-oriented with strong communication skills
- Flexible enough to complement an existing team or work independently
- Well-organized with the ability to multi-task, work well under pressure, and handle last-minute projects

### Associate Creative Director

#### Mullen Lowe, U.S.

##### 1999-2010

Lead teams of Art Directors and writers on both regular workload and larger strategic projects

Participated in concept development and presentation of ideas to both internal teams and to clients; worked in partnership with ACD/CD to develop creative strategies, budgets, and scopes of work; concept development through completion of the design for pitches and integrated new business initiatives.

Review, advise and contribute to work <I like to be hands-on> from junior, mid-level, and senior teams

Extensive client contact, project management, and staff management skills

### Interaction Designer

#### THINK New Ideas

##### 1995-1999

Responsible for all aspects of interactive design (concept development, print design, design development & brand level development, production) for Websites, online media efforts, and interactive/multimedia experiences.

Grew from Production Designer to Interactive Designer. Clients included Stratus Technologies, Fidelity Investments, Progress Software, Liberty Mutual, and IBM.

## Education

### Massachusetts College of Art

#### Boston, MA

##### 1989-1994

Graduated BFA in Design & Communications