

RESUMÉ

MARK DELGALLO

GRAPHIC DESIGNER

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PRINCIPAL WORK EXPERIENCE

TOWSON UNIVERSITY HILLEL

2019 - 2020

Marketing Associate | Graphic Designer | Web Designer

Developing identity assets and marketing materials for web, print and social media platforms to increase student awareness, funding and donations.

- WordPress website design and monthly maintenance with 20+ pages of content.
- Two twenty-page short run books: Towson Hillel Annual Report and Board Manual.
- A multitude of branded promotional giveaways (magnet, sticker, apparel, cup, etc).
- Business cards, event logo, infographics, postcard, flyers, banners and style guide.
- Two digital and one print ad for the Towson University 2020 Visitor's Guide.
- Interior design consultant and purchaser for on-campus student lounge.

RED BAMBOO

2015 - 2019

Graphic Designer | Web Designer

Re-branding NYC vegan restaurant by developing a unified narrative with a concise message, reshaping customer perception and expanding their demographic.

- Wix Stunning Award Finalist for inspiring websites in the restaurant category.
- Logo design, new tagline, color scheme, typeface, business cards and gift card.
- Nine menus including infographics of vegan specialty drinks.
- Regular website maintenance and updates to digital and printed menus.
- Implementing effective calls-to-action, Google Analytics and SEO to increase results and conversion rates.
- Design of social media posts for Instagram and Facebook.

X MONDO HAIR

2018 - 2019

Web Designer

Website design, pre-launch landing page, and email marketing campaigns for celebrity stylist, Brad Mondo, launching his first haircare product, *Glitterati*.

- Shipstation [Branded Tracking Page](#) (USPS) with social links.
- Integrating (Ecwid) shopping cart and Instagram gallery into Wix website.
- Troubleshooting all stages of user-interaction from purchasing to fulfillment.
- Developing triggers and automated responses via message and subscribe forms.
- Communicating real-time progress by posting updates and tasks to Basecamp.
- Constructing contracts, project scopes, invoices, design briefs, mock-ups, interactive prototypes and presentations.

ROOFTOP FILMS

2016-2017

Project Manager | Graphic Designer

Prepared schematic plans, such as design layout, detail development and material selection for Rooftop Films Twentieth Anniversary Summer Series Program Guide.

- Monitoring the submission and accuracy of deliverables for 120 shorts, 30 features, 15 ads and 8 pages of front matter.
- Maintaining clear and accurate reporting of active, pending and completed tasks.
- Ensuring that all company guidelines were consistent and met with precision.
- Tracking a multitude of moving parts, such as venue, date, times and scheduled events before and after the film.

SOFTWARE SKILLS

Adobe CC CS6	Apple Keynote
Illustrator	Wix
InDesign	WordPress
Photoshop	MailChimp
Spark	Square
Dimension	Elementor
After Effects	Ecwid
Adobe XD	Basecamp

FIELDS OF DESIGN

marketing	website design
advertising	publication
visual identity	package design
branding	motion graphics
illustration	environmental

PROJECT EXPERIENCE

annual reports	mock-ups
banners	photo-retouch
board manuals	postcards
branded swag	posters
brochures	presentations
business cards	print ads
catalogues	program guide
character design	promo videos
digital ads	sell sheets
e-mail marketing	signage
flyers	social ads
gift cards	stationary
infographics	style guides
invitations	typography
logo design	vector art
menus	wayfind