

# Roberta Messuri

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## SUMMARY

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Detail oriented graphic designer with a career of communicating brand-appropriate solutions across all formats and media. Creates compelling original design for digital and print that clearly conveys the message and the brand. Can repurpose existing designs with strong awareness of creative integrity while applying marketing best-practices. Expert at maintaining a consistent look and feel across all touch points. An excellent communicator who can explain design decisions and embrace constructive criticism as part of the design process with a proven ability to collaborate with a team and also work independently.

## COMPETENCIES

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- Digital/Mobile Design
- Logo/Brand Creation
- Social Media/Video Assets
- Email Campaigns
- Wordpress
- Advanced Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat Pro, XD, Spark
- Front-End Web Design
- Print Design & Production
- Typography/Lettering
- PowerPoint/MS Word
- Team Collaborator
- Content Management Systems
- Verbal & Written Skills

## PROFESSIONAL EXPERIENCE

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### **Graphic Designer** (Contract) Natick, MA

March 2020 - Current

Sample of current projects:

- Produced a large series of social media ads; resized, reformatted, proofed and supplied digital-ready files.
- Logo design; initially created a series of logo choice alternatives, refined the final, supplied production-ready version for a metal brand stamp.
- Designed an online magazine cover within a tight 2-day deadline, produced digital-ready file for publication.

### **Constant Contact**, Burlington, MA - **Senior Graphic Designer**

June 2008 - March 2020

- Contributed to and supported the marketing team with content for cross-channel campaigns including information graphics, landing pages, banner ads, marketing emails, social media and more.
- Strategized and designed mock-ups and prototypes for various digital platforms, mobile assets, in-product pop-ups, video storyboards, animated gifs and more.
- Developed design solutions for B2B, B2C, Non Profit and internal communications campaigns including virtual and in-person events, PR collateral, eBooks, user guides and brand guides.
- Maintained design integrity across multiple projects simultaneously, ensuring seamless brand and design execution with strong knowledge of time management systems.
- Supervised vendors and worked closely with third-party agencies as projects required.

### **Buyer Advertising**, Newton, MA - **Designer**

October 2004 - June 2008

### **Hi-Gear**, Hudson, MA - **Senior Designer**

June 2002 - December 2003

### **Pegasus Satellite TV**, Marlborough, MA - **Senior Designer**

November 1999 - October 2001

### **Bose Corporation**, Framingham, MA - **Senior Art Director**

March 1996 - July 1997

## EDUCATION

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**Massachusetts College of Art**, Boston, MA - **Bachelor of Fine Arts**, Graphic Design, Film