

CELINA COSS

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Dynamic and passion driven Graphic Designer with 6+ years of experience designing in various mediums. Enthusiastic team player who is committed to developing innovative digital and print marketing material from initial concept to final, polished deliverable. Has a full work from home studio setup.

WORK EXPERIENCE

PRODUCTION ARTIST | The Signworks, Elmsford, NY Nov. '21 – Present

- Design signage packages including office identification, code required items, branding & environmental graphics and wayfinding
- Read and interpret work orders and provide proofs as necessary for client approval
- Prepare final, press-ready files based on supplied specifications for several types of printing
- Make various formats of supplied artwork production-ready and resolve any artwork issues that arise during production
- Provide image retouching, clipping paths and additional image manipulation
- Package and prepare files for release to printers or media partners
- Maintain production files, including fonts, images, logos and other artwork
- Follow a development timeline to ensure tasks are being completed on time

FREELANCE GRAPHIC DESIGNER | 16 Handles, New York, NY Dec. '19 – Mar. '20, Dec. '20

- Spearheaded design of product launch campaign—vegan soft serve made with oat milk
- Designed email blasts resulting in approximately 5% higher open rates
- Designed storefront signage based on brand standards
- Worked on in-store redesigns for Long Island market and in Uptown NYC
- Designed custom, location-specific features to enhance brand identity
- Work was printed and used in all 32 locations and shared to social channels with a combined following of about 80,000

FREELANCE GRAPHIC DESIGNER | Self Employed / Volunteer Aug. '16 – Mar. '23

- Designed multiple posters and flyers for events at Manhattanville College
- Composed vector illustrations for Iran: Journal of the British Institute of Persian Studies
- Designed poster for alumni & student event at Binghamton University

GRAPHIC DESIGNER | Manhattanville College, Purchase, NY Aug. '16 – May. '17

- Responsible for the design and printing of business cards and nameplates for 40+ faculty members with Manhattanville's branding
- Designed flyers, posters, and print collateral for Manhattanville
- Improved Manhattanville website's SEO through CMS
- Organized 100+ photos on Manhattanville's photo library

SKILLS

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|---------------|--------------|----------------|----------------|
| • Photoshop | • CorelDraw | • Typography | • Web Design |
| • Illustrator | • PowerPoint | • HTML / CSS | • Painting |
| • InDesign | • Vector Art | • Print Design | • Illustration |

EDUCATION

Bachelor of Arts | Manhattanville College

Digital Media Production
Graduated Summa Cum Laude