

MerryLeigh Giarratano

SUMMARY Offers many years experience in web & graphics design gained over a wide variety of projects. Has solid experience in: concept development, art direction, brand development, Flash animation, web design, graphic design, writing & editing. Has produced online banner ads, print advertising, ad copy, corporate collateral, logo design, direct mail, email, POS, corporate identity, packaging, & presentations. Expert level with popular design & graphics tools.

EDUCATION Auburn University, Auburn AL - Bachelor of Fine Arts

TECHNICAL Mac & Windows. 10+ yrs Photoshop, QuarkXPress, Dreamweaver, Fireworks, Flash (Certified ACE '06), HTML, Acrobat, ImageReady, Illustrator, PowerPoint, Flightcheck, MS Office. 5+ yrs CSS, InDesign. Light JavaScript & Actionscript.

URLs

http://www.customerfocusedstrategies.com	http://www.piedmontmortgage.com
http://www.pearcefinancialgroup.com	http://www.xinacat.com
http://www.sweetapplevillage.com	http://www.gordonburnsandassociates.com
http://www.ehim.com	https://gc.mallofamerica.com/home.html
http://creative.marketworks.com/designer_notes/notes_facets.asp	
http://www.simplyspecialcrafts.com/storefrontprofiles/default.aspx?sfid=120370	
http://www.marketworks.com/StoreFrontProfiles/default.aspx?sfid=128195	

AWARDS/ MEMBERSHIPS

- 1999** Member, Bauder College of Art & Design Advisory Board
- 1996** IPPA (Internet Publisher Professional Assoc.) Design Excellence Award – CheckFree website
- 1993** ADDY Citation of Excellence – Columbus Airport logo & corporate ID
- 1993** Conclave Achievement – RCM “Impeccable” brochure
- 1992** PRSA Prism – Columbus Airport logo & corporate ID

EXPERIENCE

2000

To Present

Independent Contractor/Freelancer Atlanta, GA

WEB & GRAPHIC DESIGNER

Designs & builds graphics for interactive & print media for clients in the Atlanta area on freelance contract basis directly or through agencies. Clients & projects include:

- **Rubicon** – Full identity campaign design & implementation. Projects included exhibit booth, corporate ID, brand standards & virtual PDF product marketing kits.
- **Sweet Apple Village** – Designed, implemented & developed graphically branded website.
- **Customer Focused Strategies** – Developed and implemented graphically branded website.
- **Creaxion** – Designs & builds animated web banners to meet brand reqs. Client: Bodies Exhibit.
- **Omnilink Systems** – Edited website, designed HTML email, brochures & marketing sheets.
- **InComm** – Web Designer. Designed/built retail gift card websites in HTML & CSS, supplies gif/jpeg art to programmers, updated Flash banners & interface elements. Client: Discover Card, Mastercard, Visa
- **McKesson HBOC** – Executive-level PowerPoint & Flash presentation artwork & sound.
- **Arnall, Golden & Gregory** – Served as temporary webmaster for firm's Intranet & internet. Made content updates using Objectware & Interaction content management systems.
- **The Home Depot** – Senior Designer, retail web design. Teamed with editors to launch online store. Provided online content for nat'l e-merchant promotions, how-to's & DIY tips. Used Broadvision template & HTML input where needed. Designed in Dreamweaver, Photoshop, Fireworks, JavaScript & CSS. Worked with programmers to meet web publication deadlines.
- **Federated Systems Group** – Inventoried Intranet content to help build consolidated Websphere portal.
- **Convergent** – Flash Designer. Created animated intros & teaching aids for client-specific elearning portals. Client: Volvo, Countrywide
- **Kilgannon McReynolds** – Animated screen design & game sound. Client: Southern Linc
- **Bauder College** – Instructor. Concept Development, Dreamweaver, Fireworks, Flash, Photoshop, QuarkXPress.
- **Partners&Napier** – Pre-launch tweaks to website using Joomla! content management system. Updated pricelists. Client: PKWare, Eastman Kodak
- **Cotton States Insurance** – Photoshop airbrush renderings.
- **RaceTrac Petroleum** – POP gift card designs.
- **World Financial Group** – InDesign, Photoshop prep, traffic & design for quarterly magazine.
- **Sterling-Ledet Associates** – Instructor. Teach corporate design in Adobe & Quark.
- **Georgia Pacific** – Designer. Packaging design comps for product rollouts.
- **Compass Creative** – Created & edited PowerPoint presentations/scripts. Client: NAPA
- **Marketworks** – Create storefront & auction web pages for multi-channel online marketing.
- **Bennett Kuhn Varner** – Online banner ads production. Client: Earthlink, Equifax

1999
To 2000

IVI Checkmate Atlanta, GA

SENIOR DESIGNER

Performed concept, design, copy-editing & execution for this e-commerce, transaction-processing company's print & web media.

- *Print*: Publications promoting b-to-b relationships with global OEM's & VARs.
- *Web*: Updated corporate website on remote server via ftp; served as "webmaster". Developed/installed design & navigation for new 75-pg. site with Dreamweaver, tweaked tables & tags via HTML source. Created art in Photoshop, slices, rollovers & swap images in Fireworks. Tweaked JavaScript for search, email response forms & news lead-ins.

1996
To 1999

Independent Contractor/Freelancer Atlanta, GA

WEB & GRAPHIC DESIGNER

Designed & built graphics for interactive & print media for clients in the Atlanta area on freelance contract basis directly or through agencies. Clients & projects include:

- **Kimberly Clark** - Internal & vendor pubs & promos.
- **e-Staff, MacTemps, TempArt, Portfolio** - Design/layout. Clients: Ernst & Young, Kaiser Permanente, Coker Golley.
- **Mystical Journeys, ATS, Newsletters Plus, Merritt Partners, Norcom** Design, layout, copywriting & editing, web design & update, corporate ID, banner ads.

1993
To 1996

CheckFree Columbus, OH

SENIOR DESIGNER

Managed direct mail & mass media campaigns positioning retail & business software products for this e-commerce, transaction-processing company. Coordinated & managed message concept from tissue to final. Wrote & edited copy. Developed standards for graphic/literary style. Managed project acc't service, deadline, budget, & scheduling. ROP ads, direct mail, POS, packaging, web design, banner ads, trade show, presentations, software icon/splash screen design/prep.

1992
To 1993

Burkholder-Flint Associates Columbus, OH

ART DIRECTOR

Designed & art directed collateral, ads & logos. Designed Columbus International Airport corporate ID & developed graphic standards. Other clients: BIA, Columbus Zoo, Grange Insurance

1983
To 1992

Independent Contractor/Freelancer Atlanta, GA, Milwaukee, WI, Columbus, OH

GRAPHIC DESIGNER

Designed & produced print media graphics directly or through agencies. Clients include:

- **Macmillan McGraw-Hill** – Member of science textbook team; grades K-8. Design & production.
- **re:Source Marketing** – DTP: matrix layout. Client: Apple.
- **RAN Media** – Multi-media presentations, storyboarding. Client: Longaberger.
- **American Municipal Power-Ohio** – 1991 Annual Report & Report to Members.
- **Krakoff** – Retail promo collateral & ROP ads. Client: JCPenney.
- **Shelly Berman Communicators** – Comp design. Client: NBD Bank.
- **Central Benefits Mutual Insurance** – Product promo, trade & ROP ads.
- **Ecklectic Publishing** – Format design for monthly Wisconsin Woman Magazine; house ads & corporate ID. Coordinated creative & vendors with scheduling & budget.
- **Design North** – Conceptual pencil comp, corporate ID, ads, packaging. Supervised mech production. Presented to clients. Clients: Miller, Borg-Warner, Oster, Cuisinart, Johnson Wax.
- **King & Associates** – ROP ads, POS & packaging. Client: MCI, Mighty Casey's, Trammel Crow.
- **Latimer Smith Advertising** – Video storyboard; marker comp. Client: Mercy Hospital.
- **Peachtree Publishing** – Book cover design, pagination layout & design.
- **Hunt-Snodgrass Advertising** – Mech paste-up.
- **Compack** – Package label layout & mech paste-up. Client: Coca-Cola.
- **Management Science America (D&B Software)** – Comp & mechs of product lit.
- **Turner Program Services** – Promo lit & collateral; trade ads. Clients: CNN Radio, TBS.
- **Rich's Department Store** – In-house package design, collateral.

1982
To 1983

BIO LAB Atlanta, GA

ASSISTANT ART DIRECTOR

For this industrial manufacturer of pool products, prepared trade ads, brochures, packaging & identity campaigns. Responsible for print budget & free lance direction. Client: BioGuard.