



creative lead

Bayville, NJ : maria.morales@m2site.com : 732-278-0974

 www.linkedin.com/in/m2site

print : digital : video

portfolio:

www.m2site.com

 portfolio of maria morales

Creative Lead designer with the skills to create graphics for print, digital, and video. Diverse experience includes developing marketing campaigns, HTML coding, and a background in printing.

employment history

URNER BARRY, Toms River, NJ

2005 to present

creative lead

2022 to present

senior multimedia designer

2011–2022

PRINT/DIGITAL RESPONSIBILITIES:

- Collaborate with departments heads as lead designer on team projects
- Responsible for cover-to-cover layout and design of quarterly magazine
- Creative lead on print projects such as posters and books using InDesign and InCopy
- Lead designer for marketing and advertising materials, such as:
 - In-house publications and web banners
 - External publications in print and web formats
- Conceptualize new marketing campaigns and translate into visuals for direct mail, e-mail, trade shows, and magazines
- Proof agency ads to meet Print Shop requirements
- Company-wide social media graphics implementation
- Supply IT with custom graphics for company-hosted sites

VIDEO PRODUCTION RESPONSIBILITIES:

- Creative director for multimedia projects
- Produce and edit daily and weekly news videos
- Work with staff writers and contributors to produce content and create scripts
- Write marketing scripts to promote products
- Create graphics and animations with Premiere and After Effects
- Render and post to websites and social media
- Director for special video assignments on location
- Generate storyboards for presentation videos
- Trade show and conference video presentations
- Manage video assignments independently from conception to completion
- Train support staff to follow video concepts

ESG ROLES:

- Lead group of employee volunteers for local food bank participation
- Coordinate social group activities for employees both on and off site
- Member of the D&I international group



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graphic designer

Print Shop Division, 2006–2011

- Designed a wide range of pieces from concept to final product for the Printing Department
- Supplied in-house graphics to the Marketing Department and Advertising Sales
- Produced brochures, advertising, booklets and other literature from outside sales
- Personally interacted with clients for creative input on printed projects
- Worked directly with senior management to provide creative concepts on promotions and publications
- Prepared final work for press, including printing color separation plates on HighWater Python
- Monitored digital print projects on Canon CLC4000
- Controlled and managed projects from inception to completion
- Maintained project deadlines and accurately estimated and managed time independently

operations assistant

Publications Department, 2005–2006

- Imported/proofed Excel and Word files into InDesign for daily publications in fast-paced environment with tight deadlines
- Created filler advertisements for company products
- Designed freelance projects for the Print Shop for promotional materials

technical skills

ADOBE: Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver

MICROSOFT Office Suite

HTML coding

education

Bachelor of Fine Arts

The College of New Jersey

Ewing, NJ