

GINA CUSANO

✉ hire@workwithgina.me

🏠 workwithgina.me

☎ 818-581-9668

👤 linkedin.com/in/gcusano

SR. GRAPHIC DESIGNER

I am a Sr. Graphic Designer with 15 years of experience focusing on digital, print, branding and marketing design. I work with clients across diverse industries on a freelance, contract, part time or full time basis. I have consistent success conceptualizing developing, leading, and producing exceptional design and creative solutions. I'm seeking to apply my comprehensive experience and demonstrate my creative prowess to support businesses in need.

EXPERIENCE

FREELANCE | SR. GRAPHIC DESIGNER

Jul 2010 – Ongoing

Lighthouse Communications

Lead Sr. Graphic Designer for B2B marketing and corporate communications company. Consistent success conceptualizing and producing print and digital deliverables for Fortune 500 clients, including Adobe, Amgen, Amazon Web Services, Gilead Sciences, ServiceNow and Silicon Valley Bank. Completed 600+ projects over 13 years, including corporate initiatives, branding & identity, corporate training handbooks, learning & development program materials, digital user guides, tradeshow and event materials, and executive development programs and simulations.

FREELANCE | SR. GRAPHIC DESIGNER

Oct 2012 – Ongoing

Cal Lutheran University

Periodically contracted to complete projects that exceed the campus marketing departments' bandwidth. Creation of fresh, compelling designs for fundraising/endowment brochures, invitations, sponsorship materials, campus partner logos, university magazines and event posters. Proven history of increasing the profile and visibility of Cal Lutheran's diverse audience. Adept at properly reflecting the institution's brand, messaging and tone.

FREELANCE | WEB DESIGNER

Oct 2019 – Ongoing

Thinking2

Since 2019, primary designer for web design and development firm. Creation of high-fidelity page layouts, interfaces and navigation serving as stylistic standards for overall website designs. Execution of all visual design stages from concept to delivery of final files. Mastery of conceptualizing original design ideas, smart use of brand elements and translation of content for an effective user experience. Key catalyst for the launch of 19+ top-tier client websites increasing online traffic and boosting sales.

CONTRACT | SR. GRAPHIC DESIGNER

Aug 2023 – Oct 2023

Pennymac

Contract role for in-house marketing department at top national mortgage lender with over 4 million lifetime customers. Produced original, high-level creative media, including digital, print, broadcast and social. Managed daily schedule to accommodate creative tasks, remained efficient under changing deadlines, was a reliable self-starter, and demonstrated capacity to directly interface with channel stakeholders. Worked both collaboratively and independently, articulated new ideas and presented design concepts. Over a 3-month period, successfully completed 30 creative projects.

CONTRACT | GRAPHIC DESIGNER

May 2015 – Jun 2022

Northrop Grumman

Contract graphic designer for leading global aerospace, defense and security company with a national revenue of \$38 billion. Interfaced with key Facilities Department stakeholders to produce original designs for the Woodland Hills and Redondo Beach, CA locations. From start to finish, created 24 dynamic, visually engaging interior wall coverings, large-scale installations and digital application designs. This work elevated office environments, enhanced company culture and increased internal workflow. Refined designs to conform to budgets and technical specifications.

FREELANCE | GRAPHIC DESIGNER

Jan 2018 – Jul 2019

Basic American Foods

Assisted creative team with a complete rebrand of all food service sales media – a channel comprising 70% of the company's business. Ensured brand consistency across 100+ marketing pieces for the top 4 food service products, including product brochures, sales sheets, direct-mail pieces, newsletters, magazine ads, web banner ads and email templates. Increased overall brand recognition with timely delivery of high-quality design output.



Alcatel-Lucent Enterprise USA

Freelance digital designer for one of the world's leading networking, communications and cloud solutions providers. Over the course of 7 years, completed deliverables for 35 products and services. Collaborated with Creative Director to brainstorm umbrella messaging for new campaigns, and provided compelling designs for social media, web assets, banner ads, email mastheads and infographics.

Kaiser Marketing

Fulfilled 5-month graphic design contract by supporting a multidisciplinary agency marketing team. Worked closely with creative supervisors, produced engaging print and digital assets for top clients, including Norwegian Cruise Lines and Pepperdine University. Achieved 3-month contract extension for exceeding requirements.

National Football League

During a 3-month contract, developed impactful landing page layouts, branded digital content and set stylistic standards for highly trafficked NFL team websites. Crafted custom icon sets and vibrant graphic assets that complied with team branding guidelines. Worked with information architects on wireframing and content placement.

Schiedermaier & Associates

Hired to build the art department of the SoCal headquarters from scratch. Established design system processes, managed creative project lifecycles and designed compelling materials for foodservice clientele consisting of 80% of the company revenue. Presented design concepts, managed timelines and developed print vendor resources.

STRENGTHS

- | Expert understanding of design principles, typography, color, composition and hierarchy
- | Advanced knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign and XD)
- | Solid aptitude for high-level creative strategies and brand guidelines
- | Firm knowledge of marketing lifecycles in order to develop effective creative
- | Design project management from initial concept to final delivery
- | Digital-first mentality and UX/UI design layout experience (email, social posts, landing pages)
- | Collaborative team member and reliable self-starter
- | Strong verbal and written communication skills; effective at presenting ideas and concepts
- | Passion for current design trends, emerging technologies and design tools
- | Time management and efficiency
- | Highly organized and keen eye for detail

EDUCATION

Cal Poly San Luis Obispo

Bachelor of Science Art and Design – Magna Cum Laude
2000 Graduate

SKILLS

Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign
 Adobe Acrobat Pro
 Adobe Premiere Rush
 Adobe XD
 Figma
 CMS Applications
 Microsoft PowerPoint
 Microsoft Word
 Google Suite
 Asana
 Basecamp