DENISE FIGUEROA
GRAPHIC COMMUNICATION

EXPERIENCE

NEW YORK, NY
2010 · 2015

INTEGRATED MARKETING DESIGN DIRECTOR / DESIGNER
INTERIOR DESIGN

PRIMARY RESPONSIBILITIES:

- Lead Integrated Marketing Art Department of 3-5 designers.
- Provided creative direction for the development of all marketing needs for print, digital, events and integrated media initiatives.
- Maintained brand standards.
- Collaborated with key members of Interior Design Media group and worked directly with the management team at every level.
- Interfaced with outside agencies, web developers, photographers, illustrators and in-house digital team to complete projects for print and digital undertakings.
- Executed identity systems for newly launched marketing programs and events.
- Generated compelling solutions for print, digital and event promotional materials.
- Implemented best practices for print, digital and e-mail marketing campaigns.
- Designed banner ads, e-mail blasts and microsites to fulfill marketing strategies.
- Created visual solutions that aligned with brand objectives.

NEW YORK, NY
2003 · 2010

ART DIRECTOR / DESIGNER
ARCHITECTURAL DIGEST

Strategic design and development of special print sections, marketing and promotional materials and project management of both small and large scale projects with multi-platform applications. Lead the Promotion Design department in the Design Director's absence and functioned as the "go to" person fielding questions and concerns from other departments. Clients included: Frank Lloyd Wright Preservation Trust, American Express, Aston Martin, Maserati, Sharp Corporation and a multitude of high-end luxury brands.

NEW YORK, NY
1999 · 2016

ART DIRECTOR / DESIGNER
INDEPENDENT PROJECTS

Creation and development of identity systems, digital marketing, advertising and promotional materials for clients that include New York University, Merkley Newman Harty, Contagious Communications and Condé Nast as well as artists, independent musicians and non-profit organizations such as JazzReach and The Audre Lorde Project.

BROOKLYN, NY
1999 · 2002

ART DIRECTOR / DESIGNER
FENIX DESIGN, INC

Designed corporate identity, books, annual reports, clothing graphics and a broad range of design undertakings from concept to completion. Clients included Schering Plough, Ortho Biotech, Sàfilo usa, Warner Books and DKNY.

NEW YORK, NY
1997 · 1999

DESIGNER
COSGROVE ASSOCIATES

Designed direct mail packages and accompanying collateral materials and assisted in the completion of studio projects. Clients included First USA and Travelers Group, Inc.

AUSTIN, TX
1997

DESIGN INTERN
MARC ENGLISH DESIGN

Coordinated website assets while assisting with various works in progress.

EDUCATION

MAY 2011

NEW YORK UNIVERSITY
MASTER OF ARTS

Graphic Communications Management & Technology

MAY 1997

SOUTHWEST TEXAS STATE UNIVERSITY
BACHELOR OF FINE ARTS

Communication Design

PROFICIENCIES

Solid design foundation and understanding of typography and layout principles.

Expert-level knowledge of ADOBE creative suite and MAC interface.

Concrete understanding of traditional and digital printing process.

Strong foundation in email marketing and front-end web design utilizing HTML.

Working knowledge of digital and social media space.

Understanding of UX/UI standards.

Fundamental knowledge of DREAMWEAVER and FLASH.

Fluency with MS OFFICE SUITE.

Experience with project management tools such as BASECAMP and DO.COM.

CONTACT

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REFERENCES AVAILABLE UPON REQUEST