



**ANGELICA GENOVESI**  
GRAPHIC DESIGNER

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Omaha, NE

## SPECIALTIES

Concept Design  
Layout  
Typography  
Illustration  
Branding  
Content Creation  
Print Advertising  
Communication Plans  
Marketing

## PROFESSIONAL SKILLS

### ADOBE SUITE

InDesign  
Illustrator  
Photoshop  
Acrobat

### MICROSOFT OFFICE

Word  
PowerPoint  
Excel  
Outlook

### PROJECT MANAGEMENT

Jira Software

### CONTENT MANAGEMENT

Cascade Management System

## PERSONAL SKILLS

Creative Thinker  
Problem Solver  
Fast Learner  
Team Player  
Organized  
Professional  
Positive Attitude



## ABOUT ME

I am an innovative and multi-faceted graphic designer whose passion lies in telling a story through impactful visual communications that inform, captivate, and engage. I am always eager to learn something new and willing to take on any challenge that will expand my knowledge and creativity. I can lead, collaborate, conceptualize, execute, and produce creative and dynamic work that is effective and focused.



## EXPERIENCE

### GRAPHIC DESIGNER

**UNIVERSITY OF NEBRASKA AT OMAHA | AUGUST 2015 – CURRENT**

Conceptualize and implement daily graphic design solutions within a highly established brand identity to meet marketing initiatives for entire university as part of the University Communications department. Develop and design all necessary marketing pieces, including viewbooks and other publications, postcards, brochures, posters, print and digital advertisements, presentations, event materials, e-mail and social media graphics, banners, print and digital signage, apparel, templates, and other initiatives as needed.

#### BRANDING

- Assist in the development of a new campaign theme, visual look, and communications plan for Undergraduate Admissions and other major departments on campus that will be made public in August 2018.
- Assist with development and maintenance of university brand identity across all campus departments. Review and provide feedback on submitted design work by on-campus designers, student designers, and vendors to ensure it meets brand prior to production.
- Conceptualized and designed 100+ branded downloadable templates offered in both Adobe and Microsoft formats for use by university. Manage university webpage where designs are offered. Provide assistance to clients when needed.

#### PROJECT MANAGEMENT

- Develop and manage key relationships with campus clients, outside clients, vendors and printers to create marketing and design concepts that adhere to brand, are creatively constructed, and meet specific budget requirements.
- Utilize project management software to open and keep track of current projects from start to finish. In one academic year this includes an average of 800-1,000 projects.
- Manage yearly track list, marketing efforts, and design of advertising purchases for Undergraduate Admissions. Includes newspaper, magazine, and digital ads. Collaborate with vendor to meet specs, deadlines, and manage new ad buys.

### STUDENT WORKER GRAPHIC DESIGNER

**UNIVERSITY OF NEBRASKA AT OMAHA | OCTOBER 2013 – AUGUST 2015**

Conceptualize and implement daily graphic design solutions within a highly established brand identity to meet marketing initiatives for Enrollment Management and its respective departments. Collaborate with Creative Director to design postcards, brochures, posters, fliers, newsletters, digital communication graphics, and any other initiatives needed. Communicate with clients throughout design process. Gather bids, prepare, and send pieces to production.



## EDUCATION

### BACHELOR OF FINE ARTS

**UNIVERSITY OF NEBRASKA AT OMAHA**

August 2010 – May 2015 | Graphic Design

### MINOR MASS COMMUNICATIONS

**UNIVERSITY OF NEBRASKA AT OMAHA**

August 2010 – May 2015 | Marketing, Journalism, Photography