

SAMANTHA NAZZARO

GRAPHIC DESIGNER • WEB DESIGNER • UX/UI DESIGNER

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AREAS OF EXPERTISE

Expertly utilize Adobe Creative Cloud Software to design and implement digital and print media that drives results.

Apply graphic design principles and knowledge to create materials for multiple media applications.

Translate content provided to develop and design web sites using content management systems, HTML and CSS.

Strategic partner in development of a new email remarketing approach, landing page designs and website designs based on UX/UI best practices and performance testing

Experience in photographing and editing various subject matters and determine best output methods for multiple mediums.

PROFESSIONAL HISTORY

Graphic Designer III – Creative Services

May 2021 - Present

Plexus Worldwide, Scottsdale, AZ

- Develop and pitch new concepts/designs for use in product launches, sales incentives and global campaigns
- Collaborate with Art Director and Sr. Photographer to concept and execute photoshoots - create shot lists, prop shop and style
- Responsible for creating and designing advertising art based on company specification
- Work with the marketing, sales and training teams to develop visually stimulating materials that engage the end user
- Partner with digital marketing to provide on brand campaign imagery/graphics for company website and across social media channels.

Graphic Designer – Marketing

November 2016 - May 2021

Pima Medical Institute, Mesa, AZ

- Collaborate with Marketing Director and Marketing Managers to create brand standard advertising and marketing materials
- Design digital and print campaigns that support internal and external needs
- Develop, edit and update information on website, landing pages, and blog
- Design and implement graphics for social media to drive traffic to website, blog and increase leads
- Develop and design new landing pages, website and email marketing campaigns
- Monitor and review data to improve UX/UI experience to increase conversion rate and generate leads
- Create wireframes, low/high fidelity mock ups and prototypes using Invision

Designer I – Professional Web Services

October 2013 - November 2016

GoDaddy, Scottsdale, AZ

- Collaborate with multiple teams to understand each customer's site requirements, style, timeline, and goals
- Creatively build web sites using Wordpress and GoDaddy proprietary software
- Optimize each site to be picked up by search engines based on customer needs
- Manage revisions directly with the customer to ensure a great customer experience and increase retention

Graphic Designer & Junior Production Manager

September 2011 – October 2013

FastSigns, Chandler, AZ

- Interpreted work orders and provided proofs in a timely manner necessary for customer approval
- Logo and image sourcing including: photo manipulation, scanning, editing, stock photos, understanding copyright laws, resolution options and optimal enlargement sizes
- Determined best pre-press output methods and inspected jobs for accuracy after completion
- Performed daily and weekly scheduled computer backups, assisted with maintaining all equipment and inventory
- Managed multiple projects simultaneously and a production staff of 2-3 peers

EDUCATION

Certificate, User Experience Design

May 2019

Springboard

Associate in Applied Science, Graphic Design

December 2012

Scottsdale Community College

Bachelor of Arts, Art History

December 2007

Photography Concentration, Arizona State University