

ANTUANETTE PATTON

ART DIRECTOR



EDUCATION

Graphic Design & Visual Arts
Andean Institute
Perú - 1992 -1999

Institute EOS S.A.
Adobe Expert Training
Perú - 1996

Advanced Photoshop Certification
Virginia - 2007

Adobe Max 2021 - Online

SKILLS

- Strong Communicator
- Works well Under Pressure
- Superior Work Etick
- Time Management
- Self-motivated
- Deadline Oriented
- Team Player
- Creative Problem Solver
- Fluent in Spanish

PROFILE

I design with the consumer in mind and with an art for simplifying information into visually appealing tools that are easy to understand and navigate. My international heritage allows me to both design and translate in Spanish with attention to cultural competency and relevance. I have worked for the largest magazine publisher in the world as well as small businesses across the world. I seek leadership opportunities that allow me to use professional design to increase market share while delighting clients.

WORK EXPERIENCE

ART DIRECTOR/FREELANCING

FAIRHILL MARKETING / ATLANTA / 2016 - PRESENT

- Oversee each project's creative design components
- Provide complete artistic direction and project management
- Primary client design-contact
- Manage all third-party designers and vendors

SENIOR GRAPHIC DESIGNER & BENEFITS COMMUNICATION SPECIALIST

ONEDIGITAL / ATLANTA / 2011 - PRESENT

OneDigital provides comprehensive employee benefits planning and represents all major commercial healthcare insurance carriers.

- Lead division designer
- Manage all design and marketing requests from the Sales, Consulting, Leadership, Service and Support divisions.
- Responsible for all creative design direction, layout and printing in English and Spanish.
- Creator of print and digital templates use by all OneDigital employees around the country.
- Designing print and digital materials such as booklets, brochures, trifolds, post cards, fliers, posters, logos, PowerPoint templates, infographics, social media adds and banners.
- Chief, Spanish-language content translator.
- Manage all internal and client-facing creative requests in project management software.
- Schedule and manage all creative project deadlines.
- Pioneered use of Web Publications/e-books.
- Email marketing and newsletter design expertise (Mailchimp).
- Video editing experience.
- Video animation creation (Powtoon).
- Create Power Point presentations for all departments.
- Work extensively with internal and client brand guidelines to ensure quality control metrics.
- Employee of the year on 2012.

SOCIAL



<https://www.linkedin.com/in/antuanettepatton>

www.antuanettepatton.com/portfolio

EXPERTIZE

- Microsoft Word
- Microsoft PowerPoint
- InDesign
- Illustrator
- Photoshop
- Photography
- Photo editing & Retouching
- Acrobat
- Powtoon
- Mailchimp
- D365
- imovie

CONTACT

870 STONE CREST RD
ATLANTA GA, 30324

(678)523-7177

ANTUANETTE2014@ICLOUD.COM

WORK EXPERIENCE CONTINUED

GRAPHIC DESIGNER

SHAW INDUSTRIES / CALHOUN / 2008 - 2011

Shaw is an international floor covering company.

- Color correction of carpet sample images.
- Image editing.
- Printing and digital pre-production.

AARP

DESIGN ASSOCIATE / WASHINGTON DC / 2006 - 2008

AARP The Magazine is the world's largest circulation magazine.

- Responsible for color correction on all 6 publications.
- Reviewed all production proofs to insure image fidelity with advertiser proof.
- Coordinated quality improvement and control processes related to advertising in the AARP Publications.
- Created pre-press workflow procedures to include national, regional and demographic advertising pages.
- Provided color direction using Soft-Proofing software.
- Reviewed and approved all advertising blue-line proofs from the printer for all six publications.
- Utilized graphic software tools to create and/or compile the acquisition of print materials (i.e., slide presentations, bar graphs/pie charts, displays, flyers, announcements, etc.)

HC ALTERNATIVA PUBLICITARIA

LEAD GRAPHIC DESIGNER / PERÚ / 1995 - 2005

Marketing Agency for leading print and digital directories.

- Lead designer for B2B and B2C advertising clients in consumer products, packaging, academia, media and transportation.
- Print and digital catalog layout and design.
- Managed two junior graphic designers.
- Creative Point of Contact for all corporate clients.

INTERESTS



Painting



Exercise



Travel



Music



Photography