

GINGERAVENALI

EDUCATION

BFA IN GRAPHIC DESIGN

Savannah College
of Art & Design
2007 – 2011

SOFTWARE

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Dreamweaver

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

HTML & CSS

Wordpress

Asana

Igloo Software

SKILLS

Asset Management

Intranet Administration/
UX Design

Problem Solving

Website Design

AWARDS

7 Home Depot Homer Awards

Cortland Collaborator
Award 2022

EXPERIENCE

SENIOR GRAPHIC DESIGNER

CORTLAND

2018 – Now

- Lead all print and web designs for the internal communications team to ensure they stay on-brand and on-strategy.
- Researched and implemented a new registration process for our annual conference to create a more individualized and user-friendly experience for each attendee type.
- Manage and update the company intranet with an average of 137% interactions per member and an average of 84% active members over three years.
- Assist company stakeholders to understand their needs and recommend graphic, communication, or intranet solutions that consider the associates' needs and technical limitations.
- Compile and analyze data for the company intranet to make decisions on possible changes or updates.
- Collaborate with the events and marketing teams for our annual internal conference to expand the branding to the conference website and app, communications, main stage presentations, and other on-stage graphics.

HOME SERVICES GRAPHIC DESIGNER

THE HOME DEPOT

2016 – 2018

- Created on-brand marketing materials for in-store materials and direct-mail promotions.
- Developed four interactive one-page websites using HTML and CSS to educate associates about the Home Services offerings and where to find leads.
- Assisted in the development and organization of a new digital asset management system for the entire company by providing feedback and knowledge about my department.
- Planned and implemented a project management and numbering system to keep the department organized.

GINGERAVENALI

CONTACT

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PHONE

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WEBSITE

gingeravenali.com

GRAPHIC DESIGNER

CREATIVE JUICE, LLC

2015 - 2016

- Designed creative solutions for startups, small businesses, and Fortune 500 companies, such as COX Communications, LG, and Equifax.
- Worked directly with clients to create visually compelling logos and branding, cohesive print and web materials, and lead-generating websites.
- Provided design direction and mentoring for interns and junior graphic designers.

GRAPHIC DESIGNER

INTERLINE BRANDS

2012 - 2015

- Created marketing materials to increase sales through eye-catching mailers, emails, and flyers.
- Implemented a project management system for the entire Advertising Design team based on the team's needs.
- Designed and produced multiple 1000-page product catalogs.

TEMPORARY DESIGN SPECIALIST

OPOWER, INC.

2011 - 2012

- Worked directly with the brand and corporate marketing teams to design multiple print and web projects for marketing and in-house design needs.

CREATIVE SERVICES INTERN

ATLANTA SPIRIT, LLC

2011 - 2012

- Assisted in the design of multiple print and web projects to promote the Atlanta Hawks and Atlanta Thrashers sports teams.