



Corin Cianfrocco

Creative Designer
& Photographer
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Unpublished gallery password: design



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TECHNICAL SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat Pro
Adobe Premiere Pro
Adobe After Effects
Adobe Animate
Adobe XD
Figma
Sketch
Canva
Google Suite
Microsoft PowerPoint
Microsoft Office Suite
Wordpress
Wix
Squarespace
Instapage
BeePro
Hubspot
Hootsuite
Planoly
Beaver Builder
Monday.com
Keynote

PROFESSIONAL PROFILE

Experienced Creative Graphic Designer is known for innovation and proficiency in crafting digital and print materials. My versatile background spans as a solo designer, collaborative team member, and leader. Over the past two years, I have delved short-term contracts, to learn about different industries and develop a more diverse portfolio. Now, I'm eager to contribute my skills and experience to elevate your company, having excelled in leading design initiatives through strategic planning and delivering top-quality assets across diverse formats.

WORK EXPERIENCE

Senior Graphic Designer-Infographic Storyteller

Amtrak: Rail Train Service | Remote Short-Term Contract | June 2023 - Dec 2023

Engaged as an Infographic Storyteller to craft infographics, icons, and fact sheets for upcoming digital and print initiatives.

- Storyboarding and researching topics for illustration, along with utilizing typography, color palettes, and layout hierarchy, contribute to the creation of engaging visual social media graphics.

Senior Graphic Designer

Alight Solutions: Healthcare Benefits | Remote Short-Term Contract | July 2023 - Nov. 2023

Brought on board as a Production Graphic Designer, responsible for devising design solutions for corporate healthcare benefits within a quick turnaround environment.

- Utilized Adobe InDesign and XD to craft comprehensive, detailed employee benefit packages, encompassing templates, custom emails, interactive PDFs, and slide decks.

Senior Graphic Designer

Theralogix: Vitamin Supplements | Remote Short-Term Contract | Aug. 2022 - Nov. 2022

Hired as a Senior Graphic Designer to work with a team of Designers on rebranding all Theralogix web and print materials. Enhanced existing designs with new brand layouts, graphics, and content.

- Utilized Adobe InDesign, Photoshop, and Illustrator proficiency to design Ebooks, guideline books, Amazon Plus pages, landing pages, and additional promotional materials incorporating new branding elements.
- Generated digital image files for digital and traditional printing and manipulated new package renders to appear real in stock images.
- Created nonexistent products from multiple photos and created lifestyle scenes with newly made images.
- Developed, designed, laid out, and produced a variety of technical illustrations and infographics for brochures and banner ads.
- Effectively managed multiple design tasks with tight deadlines through organized prioritization of a handful of job requests.
- Engaging in cross-functional work, collaborating, and actively participating in team meetings to discuss project scope, expectations, and completion dates.

Lead Graphic Designer

CommerceHub:E-commerce | Remote Short-Term Contract | May 2022 - Aug. 2022

Hired as a Senior Graphic Designer to work temporarily cross-functionally with Marketing Team. Played a pivotal role in the company's rebranding and e-commerce store development.

- Elevate CommerceHubs branding by crafting new, compelling, inspiring designs and corporate presentations that deliver measurable results.
- Enhanced existing designs with new layouts, infographics, and content.
- Maintained company websites updating, them with new products and corporate announcements as necessary.

EDUCATION

Masters in Fine Arts Graphic Design

Minor Communication
Rochester Institute of Technology

Bachelors in Fine Arts Photographic Illustration

Minor Communication
Rochester Institute of Technology

Certificate

Business Management

PROFESSIONAL SKILLS

Communication & Leadership
Self-motivation & Organization
Originality, Creativity & Vision
Art Directing & Developing Creative Standards
Teamwork & Collaboration
Adaptability & Flexibility
Work Planning & Prioritization
Design Research, Brainstorming,
& Idea Visualization
Corporate Branding
Time & Project Management
Social media Storytelling

WORK EXPERIENCE (CONTINUED)

- Developed, researched, designed, and UX wireframing of desktop, mobile, and email for a new customer e-commerce store utilizing Figma.
- Independently manage projects throughout the entire design process, taking ownership from the initial concept to the timely delivery of all visual materials, often within tight deadlines.
- Edited internal Zoom recordings with Premiere and After Effects to create weekly coffee-to-talk videos that helped boost company morale and peer engagement.
- Create high-quality visuals for marketing materials, including email, presentation assets, brand campaigns, and sales collateral

Interim Design Director

EasyKnock: Real Estate Finance | Remote Short-Term Contract | Aug. 2021- Jan. 2022

Contracted as a Freelance Designer to collaborate cross-functionally with the Marketing Team during the Designer Director's four-month leave. Worked closely with the Senior Director of Brand and Content to ensure all digital design and content adhered to EasyKnocks brand guidelines.

- Designed marketing collateral across digital and print mediums/a multitude of channels, such as digital ads, marketing landing pages, web assets/banners, email campaigns, UX wireframing, direct mail, slide decks, and infographics.
- Collaborated with EK UX designers on a specific project, art-directing illustrations for the web portal project and creating wireframing of the site.
- Worked with sales personnel to establish and create brand-specific presentation materials.
- Designed a social media campaign for Instagram highlight reels that explained EasyKnocks: "Who we are and what we do."
- Worked alongside cross-functional team members to conceptualize new illustrations and evolve easier-to-use designs.
- Researched development methods for creative briefs that facilitate design implementation.
- Scheduled and managed meetings with the Brand Manager, UX Designer, and Illustrator. Meetings discussed specific web projects and new illustrations that were needed.
- Worked alongside cross-functional team members and an external agency to conceptualize and storyboard a new: "how it works" video.

Freelance Graphic Designer

ajlmedia Visual Design: Luxury Furniture | PT Remote Freelance | Jan. 2022 - Current

Aston & West is a lifestyle blog and online shop featuring curated home goods from favorite designer brands. Contracted as part-time Designer to work on Aston & West social media campaigns.

- Design marketing collateral across digital channels, such as digital ads, landing pages, web assets/banners, gifs, html5 banners, email campaigns, and social posts.

Graphic Designer

FirstLight Fiber Inc.: Fiber & Tech | Remote Position | May 2019 - Aug. 2021

Following the acquisition of TruePath Technologies by FirstLight Fiber in 2020, I was tasked with translating campaign creative into engaging, creative, and commercially attractive digital assets. I took charge of producing all marketing collateral, including the redesign of the website, presentations, and the creation of visual brand guidelines.

- Communicate effectively in a cross-functional team: including copywriters, product designers, and project managers.
- Leveraged proficiency in Adobe InDesign, Photoshop, and Illustrator to design technical illustrations, social media, email blasts, catalogs, white papers, presentation decks, and other promotional materials to generate

WORK EXPERIENCE (CONTINUED)

Art Director of Graphic Design and Photography

Hillside Family of Agencies: Children Non-for-Profit | Rochester, NY | Hybrid Position |

Aug. 2016 - June 2018

Managed visual style and images in Hillside's marketing, established brand guidelines, ensured department-wide adherence and created in-house artwork and photography.

- Collaborated with the creative design team to complete projects on tight deadlines
- Brainstormed with team members and special project managers to provide unique concepts and designs.
- Designed new on-brand visual elements to convey messaging effectively.
- Oversaw branding guidelines for current trademark regulations and photo usage for outside media requests.
- Approve all design concepts and final designs from freelance designers.
- Manage individual departments' marketing collateral and print production.
- Photograph high-end photography for all marketing materials.

Primary Product Photographer and Graphic Designer

Master Lock/SentrySafe: Security Safes | Rochester, NY | Nov. 2011- June 2016

Collaborated with a diverse team to achieve company objectives and execute marketing strategies and tactics for SentrySafe, a global manufacturer of fire-resistant security safes.

- Designed packaging, sales sheets, and catalogs for all products using Adobe Illustrator and Photoshop.
- Led product and promotional photography for packaging, catalogs, websites, and more.
- Designed and enhanced on-brand visual elements and technical illustrations.
- Collaborated on videos for the company website.

Photographer & Graphic/Product/Packaging Designer

Pavilion Gift Company: High-End Gifts | Bergen, NY | June 2007- Nov. 2011

Collaborated with a skilled team of illustrators and designers to innovate, promote, and craft premium gifts and product collections.

- Developed new ideas, artwork, packaging, and photography to support new and current product lines.
- Engaged in new product development with overseas vendors (China) and manufactures.
- Photographed and directed photoshoots for the annual catalog.