



Corin Cianfrocco
 Visual Graphic 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 Unpublished gallery password: design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
 Workfront
 Wix
 Squarespace
 Instapage
 BeePro
 Hubspot
 Hootsuite
 Planoly
 Beaver Builder
 Monday.com
 Keynote

PROFESSIONAL PROFILE

Creative and accomplished Visual Graphic Designer with a strong history of crafting innovative and impactful digital and print materials. My diverse background includes roles as a solo designer, collaborative team contributor, and leader. Over the past few years, I have undertaken short-term contracts to gain insight into various industries and expand my portfolio. I excel in leading design initiatives through strategic planning and delivering high-quality assets across multiple formats.

WORK EXPERIENCE

Senior Visual/Informational Designer

Walmart WFS Team: Fulfillment Content Team | Remote-Contract | 5/2024 - current

Designed engaging educational materials for sellers, including infographics, icons, video snippets, presentations, and instructional designs, tailored for both web and PDF distribution to effectively communicate WFS programs and services.

- Developed storyboards and transformed complex content into visually compelling infographics and charts through meticulous research and innovative design.
- Collaborated independently with cross-functional teams, including project managers, content designers, and copywriters, to deliver high-quality work while managing multiple projects to meet strict deadlines.
- Established and maintained brand standards for the WFS team, ensuring design consistency across new and existing assets, including paid media ads, templates, and other supporting materials.

Senior Graphic Designer

Quest Diagnostics: Medical & Diagnostic Lab. | PT-Remote-Contract | 5/2024 - current

Design professional materials with a focus on creating visually impactful digital, web-based, print, and event-driven experiences tailored for B2B and B2C health-focused audiences.

- Expertly edit and develop new PDF and print templates while adhering to strict brand guidelines to ensure consistency and professionalism.

Senior Graphic Designer

Catholic Charities of Boston: Non-for-Profit | Remote Short Term-Contract | 2/2024 - 5/2024

Design invitations and event materials, and update interactive and print PDFs for various Catholic Charities programs. Manage and curate a photography archive to support creative projects.

Senior Graphic Designer and Infographic Storyteller

Amtrak: Rail Train Service | Remote Short-Term Contract | 6/2023 - 4/2024

Designed infographics, icons, and fact sheets for upcoming digital and print campaigns, enhancing audience engagement across platforms.

- Conducted storyboarding and in-depth research to develop illustrations, leveraging typography, color palettes, and layout hierarchy to create compelling visual content for social media.

Senior Graphic Designer

Alight Solutions: Healthcare Benefits | Remote Short-Term Contract | 7/2023 - 11/2023

Delivered design solutions for corporate healthcare benefits in a fast-paced, deadline-driven environment..

- Leveraged Adobe InDesign and XD to create detailed employee benefit materials, including templates, custom emails, interactive PDFs, and slide decks, ensuring clarity and accessibility.

Senior Graphic Designer

Theralogix: Vitamin Supplements | Remote Short-Term Contract | 8/2022 - 11/2022

Collaborated with a team of designers to rebrand all Theralogix web and print materials, enhancing existing designs with updated layouts, graphics, and content.

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)

- Utilized Adobe InDesign, Photoshop, and Illustrator to design eBooks, guideline books, Amazon Plus pages, landing pages, and promotional materials aligned with the new branding standards.
- Created realistic digital product renderings by manipulating package renders for use in stock images and generating nonexistent product images from multiple photo sources.
- Designed lifestyle scenes, technical illustrations, infographics, brochures, and banner ads, ensuring high-quality visual storytelling.
- Managed multiple design projects under tight deadlines through effective prioritization and organization.
- Actively participated in cross-functional collaboration, contributing to team meetings to define project scope, expectations, and deadlines.

Lead Graphic Designer

CommerceHub: E-commerce | Remote Short-Term Contract | 5/2022 - 8/2022

Collaborated cross-functionally with the Marketing Team, playing a key role in the company's rebranding and the development of its e-commerce store.

- Elevated CommerceHub's branding by designing compelling, inspiring visuals and corporate presentations that delivered measurable results.
- Enhanced existing designs with updated layouts, infographics, and content to align with new brand standards.
- Managed and updated company websites, ensuring new products and corporate announcements were consistently reflected.
- Led the design, research, and UX wireframing of desktop, mobile, and email interfaces for a new customer e-commerce store using Figma
- Independently managed projects from concept to final delivery, meeting tight deadlines while ensuring high-quality results.
- Edited internal Zoom recordings with Premiere and After Effects, creating weekly coffee-to-talk videos that boosted company morale and peer engagement.
- Produced high-quality visuals for marketing materials, including email campaigns, presentations, brand assets, and sales collateral.

Interim Design Director

EasyKnock: Real Estate Finance | Remote Short-Term Contract | 8/2021 - 1/2022

Contracted to collaborate with the Marketing Team during the Designer Director's leave, working closely with the Senior Director of Brand and Content to ensure all digital designs adhered to EasyKnocks' brand guidelines.

- Designed diverse marketing collateral across digital and print mediums, including digital ads, marketing landing pages, web assets/banners, email campaigns, UX wireframing, direct mail, slide decks, and infographics.
- Partnered with EK UX designers to lead art direction for web portal illustrations and created wireframes for the site.
- Collaborated with sales teams to develop brand-specific presentation materials for client and stakeholder engagement.
- Created a social media campaign for Instagram highlight reels to showcase EasyKnocks' mission: "Who we are and what we do." Worked with cross-functional teams to conceptualize new illustrations and refine designs for improved user experience.
- Researched and developed creative briefs that streamlined design implementation processes.
- Scheduled and led meetings with the Brand Manager, UX Designer, and Illustrator to discuss web projects and new illustration needs.
- Collaborated with cross-functional team members and an external agency to conceptualize and storyboard a new "How It Works" video.

WORK EXPERIENCE (CONTINUED)

Graphic Designer

FirstLight Fiber Inc.: Fiber & Tech | Remote Position | 5/2019 - 8/2021

Tasked with translating campaign creative into engaging, commercially attractive digital assets following the acquisition of TruePath Technologies by FirstLight Fiber in 2020. Led the production of all marketing collateral, including the website redesign, presentations, and the development of visual brand guidelines

- Collaborated effectively with cross-functional teams, including copywriters, product designers, and project managers, to ensure cohesive communication and design execution.
- Utilized expertise in Adobe Suite to design technical illustrations, social media content, email blasts, catalogs, white papers, presentation decks, and other promotional materials aimed at driving sales and expanding the customer base.

Art Director of Graphic Design and Photography

Hillside Family of Agencies: NFPO | Rochester, NY | 8/2016 - 6/2018

Managed the visual style and imagery for Hillside's marketing efforts, establishing brand guidelines and ensuring department-wide adherence while creating in-house artwork and photography.

- Collaborated with the creative design team to complete projects under tight deadlines, maintaining high standards of design quality.
- Brainstormed with team members and project managers to develop unique concepts and innovative designs.
- Designed on-brand visual elements that effectively conveyed key messaging across various marketing materials.
- Oversaw branding guidelines, ensuring compliance with trademark regulations and proper photo usage for external media requests.
- Reviewed and approved design concepts and final deliverables from freelance designers, ensuring consistency and alignment with brand standards.
- Managed marketing collateral and print production for individual departments, ensuring timely and efficient delivery of materials.
- Captured high-quality photography for use in all marketing materials, contributing to visually compelling campaigns.

Primary Product Photographer and Graphic Designer

Master Lock/SentrySafe: Security Safes | Rochester, NY | 11/2011 - 6/2016

Collaborated with the creative design team to deliver high-quality projects under tight deadlines, ensuring design excellence.

- Worked closely with team members and project managers to generate unique concepts and innovative design solutions.
- Designed on-brand visual elements that communicated key messaging effectively across various marketing platforms.
- Managed branding guidelines, ensuring compliance with trademark regulations and proper photo usage for external media requests.
- Reviewed and approved design concepts and final deliverables from freelance designers, ensuring consistency with brand standards.
- Oversaw marketing collateral and print production for multiple departments, ensuring timely and efficient material delivery.
- Captured high-quality photography for marketing materials, enhancing the visual appeal of campaigns.

Photographer & Graphic/Product/Packaging Designer

Pavilion Gift Company: High-End Gifts | Bergen, NY | 6/2007 - 11/2011

Collaborated with a team of illustrators and designers to innovate, craft, and design premium gifts manufactured in China, enhancing product offerings and brand appeal.

- Designed logos, packaging, and gift items through sketching and thorough research of design elements to create impactful, high-quality products.