

Vincenzo Savastano

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Graphic Design • Illustration • Editorial • Photography • Technical Writing • Team Management

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • MailChimp • Dreamweaver • Wordpress
Flash • Adobe After Effects • Microsoft Word • PowerPoint • Excel • Outlook

PROFESSIONALEXPERIENCE

Graphic Designer

Visual Lighting Technologies; Lake Forest, CA. Dec. 2015 - June 2017

- Designed corporate catalog, work included: layout, taking and editing product photos, creating technical drawings and wiring schematics, copy writing, working with the printer and organizing the delivery of the finished catalogs to our reps and customers
- Responsible for the entire corporate rebranding project. Redesigned corporate logo, and established a unified identity for all corporate materials including business cards, letter head, and all official documents as well as signage for the Corporate Headquarters and Manufacturing Facility
- Designed print ads, promotional flyers, mailers, post cards, and other marketing materials.
- Designed, sent and managed bi-monthly email blasts. Updated and managed email recipients lists, and tracked effectiveness
- Responsible for taking and editing all product photos
- Instructed other team members on how to edit photos using Photoshop
- Using digital illustration and photo manipulation, created photo realistic renderings of yet to be completed products for catalogs and promotional material
- Designed trade show signage and graphics
- Maintained and updated corporate web site

Manager of Domestic Technical Support

AnaJet; Costa Mesa, CA. Mar. 2015 – Dec. 2015

- Coached, managed, and supervised the technical support team
- Developed Process and enacted policies and procedures for the technical support department, enabling them to provide the best service possible to customers working with Direct to Garment Printers
- Designed, wrote, edited, and updated, instructional documents and training materials
- Instructed the technical support team and end users on how to use design and image editing software including Photoshop and Illustrator
- Interviewed, hired and trained new members of the technical support team
- Conducted employee evaluations, and tracked employee improvement
- Provided extensive assistance and support to AnaJet owners with limited knowledge and experience with technology
- Scheduled onsite visits for our field engineers and acted as their point of contact
- Oversaw large enterprise accounts including Zazzle.com, Nike, Café Press and Staples and provided them assistance with their AnaJet Direct to Garment printers
- Designed multiple promotional pieces for Enterprise Accounts such as Staples and Ricoh including print ads, flyers, and screen graphics for websites and social media
- Created and conducted customized training and technical support for Enterprise Accounts
- Worked directly with the accounts design teams to prepare promotional material and graphics for T-Shirt Printing

Graphic Designer / Technical Support Agent
AnaJet; Costa Mesa, CA. April 2010 – March 2015

- Designed graphics for the AnaJet corporate website and online store
- Designed sample T-shirt graphics
- Designed artwork for advertisements, promotional materials (both domestic and international), and tradeshow booths
- Worked with customers in the design and layout of graphics specifically for garment printing
- Provided technical support to customers and distributors operating AnaJet Direct to Garment Printers
- Conducted weekly training classes for end users operating AnaJet Direct to Garment Printers
- Conducting monthly training webinars for end users and international distributors
- Created and edited training materials and Diagnostic and Repair documents
- Participated in trade shows and road shows assisting Regional Managers with sales

Freelance Graphic Designer
Orange County, CA. 2002 – Present

- Designed graphics for T-shirts and apparel
- Designed ads, flyers, web graphics and promotional materials
- Digital and traditional illustration
- Designed album artwork, posters and merchandise for several bands and musicians
- Clients include: Irvine Florist, Ballet Pacifica, Stanco Signs, Franki Doll & The Broken Toys, Save The Swim Team, The Art Institute of California – Orange County

EDUCATION

Bachelors of Science in Graphic Design
Art Institute of California – Orange County

AWARDS AND ACHIEVEMENTS

Winner of the 2014 AnaJet Pacesetter Award
for Outstanding Performance and Achievement.