

**GRAPHIC DESIGN**

**ILLUSTRATION**



# PHIL GRAFFEO

973.517.6712

PHILGRAFFEO@OPTONLINE.NET

PHILGRAFFEODESIGN.NFSHOST.COM

## PROFESSIONAL EXPERIENCE

VGS INC.  
SEPTEMBER 16  
– PRESENT

### PRODUCTION DESIGNER/ GRAPHIC DESIGNER

Responsible for creation of various print materials including menu boards, signage, catalogues, vinyl wraps, posters, and dimensional lettering. I also create custom digital & print menus for WPS Starbucks on a daily basis.

NORTH JERSEY  
MEDIA GROUP  
APRIL 08  
– SEPTEMBER 16

### GRAPHIC DESIGNER

I designed advertisements for various magazines/newspapers well as branding, collateral (flyers, posters, brochures), logos on a daily basis. Working directly with the sales team and clients, I achieved the style and quality the client was looking for while maintaining the budget and staying on schedule.

MARTY'S SHOES  
AUGUST 07  
- DECEMBER 07

### FREELANCE E-COMMERCE ASSISTANT /GRAPHIC DESIGNER

Designed various in-store sale signs as well as catalogues and advertisements, photographed and edited shoes, maintained the company website and wrote descriptions for all of the shoes and products for sale.



## EDUCATION

WILLIAM PATERSON UNIVERSITY,  
Wayne N.J.

B.F.A Graphic Design/Illustration,  
May 2007,  
Cum Laude

## SOFTWARE

Photoshop, Illustrator, InDesign,  
QuarkXpress, Dreamweaver, Flash,  
Acrobat, Microsoft Office, Corel Painter,  
Final Cut Pro

## DESIGN SKILLS

Logos & Branding  
Typography  
Storyboarding  
Copywriting  
Illustration (Via Tablet or Freehand)  
HTML & CSS  
Packaging  
Posters  
Vinyl

## HOBBIES & INTERESTS

Craft Beers & Homebrewing  
Travel  
Chess  
Comic Books & Graphic Novels  
Bass Guitar