

ROBERT DECHIARA

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GRAPHIC WEB DESIGNER

Creative Design Management ~ Marketing/Advertising ~ Photography

Innovative and Highly Skilled Graphic Design professional with over 9 years experience fueling revenues and product visibility for corporations. Strong experience directing the production of web media, sales collateral, advertisements, logos, corporate identity, catalogs, email campaigns, client presentations, training materials, photography, and multimedia graphics. Able to create and maintain key client relationships. Strong background in project management, creative direction and understanding of the commercial printing process. Builds top performing teams and provides staff with leadership, resources and motivation to achieve goals.

Core Competencies Include:

Interactive Design • Trade Show / Large Format Design • Web Content Development • Multimedia Production
Information Architecture • e Marketing • Creative Thinking • Print Collateral • Social Media • Web 2.0
Corporate Communication • Team Leadership • Marketing Strategies • Issue Resolution • Social Networking

TECHNICAL SKILLS

Mac, PC, HTML, CSS, Typography, Photoshop, Adobe Illustrator, InDesign, QuarkXPress, Dreamweaver, Premiere Pro, Google Analytics, Fireworks, Flash, Word, Powerpoint, Photography, Social Media, CMS

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER – Massachusetts • March 2011-Present

Print / Web Designer

Produced a variety of projects ranging from website design, print design and logo design. Print projects included political materials for political campaigns, mobile billboards, posters, ad books, and business cards. Designed websites for several businesses creating an online presence generating more traffic and increasing revenue.

INSTALLERNET – North Andover, Massachusetts • December 2008-March 2011

Senior Creative Designer

Planned, communicated and executed creative design projects, collaborating with users and internal stakeholders to ensure 100% of requirements are met. Aligned project priorities and deliverables in collaboration with VP of Marketing. Completed designs for online projects such as user interface, landing pages, banner ads, and promotional emails. Designed print projects including marketing collateral, trade show graphics and print advertising, ensuring a fresh and new approach. Generate concepts and communicate design ideas to cross functional teams.

Key Accomplishments:

- Collaborated with designers and production team to create innovative email marketing campaigns.
- Consistently met or exceeded clients' expectations, which in turn generated new business.
- Generated creative ideas, HTML roughs, client mock-ups, and high quality designs for production.
- Adapted creative styles as needed while maintaining technical and brand standards.

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INVESTORS CAPITAL CORPORATION – Lynnfield, Massachusetts • February 2005-December 2008

Creative Designer / Web Manager

Provided oversight for the design and production of marketing communications for print including direct mail, email, brochures, logos, and advertisements. Coordinated materials production, prepared printing and assembly instructions, delivered electronic files or camera ready copy to printers/clients and managed the overall print production process. Coordinated development, implementation, and evaluation of event related email campaigns. Created web graphics for web design.

Key Accomplishments:

- Simplified navigation and content of the corporate website, resulting in a more streamlined user experience.
- Interacted with project team members, consultants, clients, and technical staff to ensure adherence to timelines and corporate quality standards.
- Improved the corporate newsletter and created an electronic version that is emailed to clients

FIDELITY INVESTMENTS – Merrimack, New Hampshire • May 2004-February 2005

Electronic Publishing Specialist

Produced accurate and timely regulatory reporting in various mediums. Ensured document composition, formatting and editing met corporate standards. Processed file transfers and filtering. Created postscript files for electronic delivery to business partners.

Key Accomplishments:

- Coordinated all internal document structure, design, and maintenance.
- Administered files for print based and electronic delivery products.
- Awarded “Stellar Service Leader” in 2004.

MOBILETOYS INC – Haverhill, Massachusetts • April 2002-May 2004

Creative Design Manager

Led teams in the design and production of marketing and web site graphics. Worked with IT staff to ensure all project deliverables were met on time. Directed pre-production activities for promotional materials. Maintained key vendor relationships. Assisted network administrator in setup and maintenance of user accounts. Performed usability testing for website design.

Key Accomplishments:

- Blended creativity and design in order to improve search engine optimization practices, ensuring effective online marketing strategies.
- Supported the web team with technical and creative assistance, including production expertise.

ADDITIONAL EXPERIENCE

US PRESSWIRE – Massachusetts • May 2011-Present

Contract Photographer

Professional sports photographer providing documentary coverage for a range of sports both on the college and professional level. Ensure images are transmitted on deadline. Caption, and process high quality images for transmission. Frequently published in print and on web.

EDUCATION

Certificate in Graphic Design

Clark University, Cambridge, Massachusetts 1996