GINA MORELLI

GRAPHIC DESIGNER / DIGITAL ARTIST

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HIGHLY MOTIVATED GRAPHIC DESIGNER|DRIVING INNOVATION THROUGH CHANGE

25+ years of experience, I translate complex ideas into clear, engaging visuals that fuel marketing success. I collaborate closely with clients, leveraging my expertise in print, digital media, and photo editing to deliver eye-catching creative from concept to execution. I thrive in collaborative environments, fostering strong client relationships through open communication.

Core Competencies

**Key Skills:**  • Logos, marketing materials, editorial layouts packaging, signage, web/social media graphics, presentations (print & digital)

* Manage projects from concept to completion, manage vendor relationships • Bilingual English / Spanish
* Enhance and manipulate photos, knowledge of various file types (Vector, PDF, Raster) image composites, color correction
* Preparation of print production files, deadline-oriented, team player, collaborative
* Communication and Collaboration, consult with clients and internal teams, provide design direction and feedback

**Software: •** Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, InDesign) |Acrobat|Figma|Wix

 **•** Microsoft Office (PowerPoint, Word, Excel)

Professional Experience

**MY1TV MEDIA,** IVoT*Media Services*, *Miami, FL*  **Creative** **Consultant** |*2012 – present*

***M1TV*** *is a comprehensive media solutions provider, offering services that span network infrastructure, content creation, and brand management. They cater to viewers through live, on-demand, and pay-per-view options, with a particular focus on Internet Video Delivery (IVoT).*

* Lead creative direction for in-house and client media production, including video and print materials
* Oversee client websites, social media accounts, and content creation, ensuring brand consistency
* Craft eye-catching graphics, layouts, and creative assets for all marketing channels *(print and digital)*

**BUDS TECHNOLOGY***, Care Management Solutions, Roswell, GA* **Graphic Designer**/**Digital Artist** *|**2022* ***–*** *2023*

***BT*** *Technology provides innovative care management solutions for the hospice industry.*

* Developed user-friendly and visually appealing app interfaces to enhance user experience and satisfaction
* Created quality marketing collateral & presentations that effectively communicated the value proposition of BUDS Technology’s apps
* Conducted user testing to identify & address usability issues, contributing to a smooth & intuitive user experience

**CONSOLIDATED CREDIT** / **VentureTech***, Credit Counseling, Ft. Lauderdale, FL* **Lead** **Graphic Designer**/**Digital Artist** |*2016 – 2021*

***CC*** *Is one of the nation's largest & leading nonprofit credit counseling organizations, helping millions navigate financial challenges.*

* **Led creation & execution of cross-channel design projects (marketing, social) for Consolidated Credit and other products**
* Oversaw the production process for all design projects to ensure consistent brand messaging & high-quality design, output-built vendor partnerships, and maintained project deadlines

**JUNGLE ISLAND,** *Interactive Zoological Theme Park*, *Miami, FL* **Graphic Designer**/**Digital Artist** |*2008 – 2015*

***JI*** *is home to over 3,000 exotic animals & birds. Visitors can enjoy animal shows, educational exhibits, & interactive adventures.*

* Managed the design process for concept layouts, photo retouching, and compositing for various marketing materials. Ensured creative alignment and efficient production for all projects
* Developed eye-catching large format banners & signage that made the information clear and attracted visitors throughout the park
* Created a cohesive marketing campaign for JI utilizing a variety of materials, including print and web collateral, signage and large-format banners. Collaborated with the marketing team to ensure campaign success

**BRIGHT PRODUCT INC.**,*Educational Toy Company*, *Fort Lauderdale, FL* **Art Director** |*2004 – 2008*

***BP*** *is an educational toy company located in Ft. Lauderdale, FL. In my role as Art Director, I spearheaded the design & production
of various marketing and promotional materials.*

* Led design & production across various marketing materials: packaging, brochures, catalogs, advertisements, and digital assets Ensured clear communication, brand consistency, and high-quality execution for all printed materials
* Implemented a quality assurance process for overseas *(China)* printers, guaranteeing the accuracy & integrity of the final products

awards Education

**Award-winning Design 2009,** CTM Media Group, Jungle Island Brochure **The Art Institute of Atlanta** | 1992 – Honor graduate

**Graphic Designer Extraordinaire 2019**, Consolidated Credit, Outstanding Creative Work. **Atlanta College of Art** | 1995

**Associate of the Month 2019,** ConsolidatedCredit**,** Outstanding Achievement & High-
Level of Performance