

ANALIA DEL GIORGIO

Mohegan Lake, NY | 914.419.0338 | [LinkedIn](#) | adelgiorgio@gmail.com

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QUALIFICATIONS PROFILE

Award-winning graphic designer with 15+ years of experience delivering exceptional design and production work for a broad range of national and international education, advertising, and publishing clientele.

- ✓ Proven track record of establishing visual identities across a variety of sectors, including government, pharma, education, publishing and not-for-profit.
- ✓ Experienced within publication design having collaborated with Penguin Random House, McGraw-Hill Education, Disney Publishing Worldwide, Abrams Books, and others.
- ✓ Strategic and insightful with proven collaboration with authors, designers, editors, publishers, production, and editorial teams to bring their discerning visions to life.
- ✓ Quick learner with ongoing continuing education in UX design, After Effects, and Adobe XD.

Areas of expertise, design, and media...

ADVERTISING

- Print Ads
- Banner Ads
- Marketing Collateral
- Creative Concepts

PUBLISHING

- Magazine Design
- Book Design
- Brochures
- Information Graphics

BRAND DEVELOPMENT

- Logo Design
- Visual Identity
- Style Guides
- Packaging

PROFESSIONAL EXPERIENCE

LDG Design, Inc., Mohegan Lake, NY

Art Director & General Manager, 20013 – Present

Produces short and long-term graphic design projects for publishing, retail, education, and not-for-profit clients. Offers brand refreshes and visual identity packages which may include developing style guides, logo design, and conceptualizing packaging and other brand collateral. Assembles material for marketing campaigns, including posters, brochures, print advertisements, banners ads, postcards, and website collateral.

Key Projects:

- **Today Media Publishing (2016 – Present):** Designed covers and interior pages for at least five custom publications per year serving the Tri-State Metropolitan area.
 - Helped increase advertising revenue by an average of 20% per publication by establishing new visual identity.
 - Established branding and style guide for new publications: Regeneron Pharmaceuticals Custom Publication Insert and Cover Design 2017-2022, Ulster County Travel Guide 2018-2019, 2019-2020, and Best of Queens Hospitality & Dining Guide 2019 and 2020. Both publications helped bring additional revenue and recognition to Today Media.
- **Too Young to Wed (2015 – Present):** Collaborated with Pulitzer Prize-Winning Photojournalist, Stephanie Sinclair, in the creation of promotional materials for documentary series on child brides.
 - Project was featured in the New York Times, National Geographic, and PBS NewsHour, among others, educating millions of people on child marriage around the world.
 - Promoted project, allowing not-for-profit to reach its fundraising goals and supply food, hygiene, and safety to 600+ women in war-torn regions.

continued...

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PROFESSIONAL EXPERIENCE (cont...)

- **Chew Happiness (2016 – 2019):** Created branding material for new business selling all-natural, handcrafted dog treats and bakery items. Collateral includes updates to company logo, design product labels, packages, business cards, postcards.
- **The Book Shop Ltd (2015 – 2017):** Coordinated with the author, publisher, and illustrator to create packaging, cards, and interior pages for Color Your Own Tarot book.
-Project sold by the publisher at thunderbaybooks.com for distribution to Barnes and Noble stores and Amazon.com.
- **McGraw-Hill CTB (2015 – 2018):** Redesigned Workforce brochure, ELS digital brochure, individual student reports for the Georgia End of Grade Assessment, among others.
- **Disney Publishing Worldwide (2012 – 2013):** Created covers and interior pages for blockbuster Disney and Marvel movies, including popular franchises Thor, Iron Man, and Captain America, as well as collector items for Tim Burton's 2012 stop-motion film, Frankenweenie.

ADDITIONAL EXPERIENCE

- **Art Director:** Palio + Ignite Advertising Agency (Present name: Fingerprint); Collaborated with project management, creative and production departments to produce print materials for pharmaceutical companies (GSK, Cephalon, etc.) and not-for-profit organizations.
- **Art Director:** Verso Advertising; Conceptualized print and digital advertisements for Big 5 Publishers.

AWARDS

Service Industry Advertisement Awards

2019, Gold Winner, Ulster County Travel Guide 2019 – 2020

2018, Gold Winner, Ulster County Travel Guide 2018 – 2019

EDUCATION/TRAINING

Bachelor of Fine Arts in Graphic Design

Institute of Design and Communication, Cordoba, Argentina

LinkedIn Learning

InDesign for UX Design, Adobe XD Essential Training: Design, Learning Adobe XD, After Effects CC 2019 Essential Training: The Basics, Sketch for UX Design.

Coursera

Google UX Design Professional Certificate. 2022-2023

(www.coursera.org/account/accomplishments/professional-cert/W662PX5T49EL)

TECHNICAL PROFICIENCIES

Platforms: Macintosh, Adobe Creative Cloud

Software: Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD), Adobe XD, Figma

LANGUAGES

Bilingual: Spanish-English

References and samples available upon request