



www.lfdesigns.com

lfanuzzi@lfdesigns.com

646.209.5705

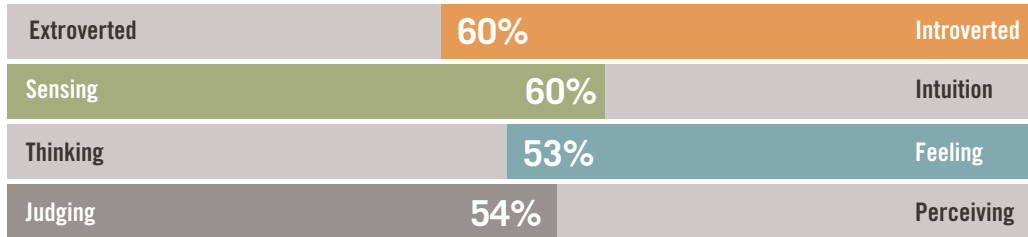
Scotch Plains, NJ



DESIGN DIRECTOR TEAM PLAYER STRATEGIC THINKER NATURAL LEADER
VISUAL COMMUNICATOR INTUITIVE DESIGNER IDEA GENERATOR

Twelve years of experience in both print and digital design with highly refined design skills. Applies innovative ideas and expertise to multiple areas, such as campaign development, digital media, corporate identity, direct mail, and online advertising. Blends exceptional creativity with excellent communication skills and business sense. Works well in a team or in a management capacity.

PERSONALITY: ISFJ (Myers-Briggs)



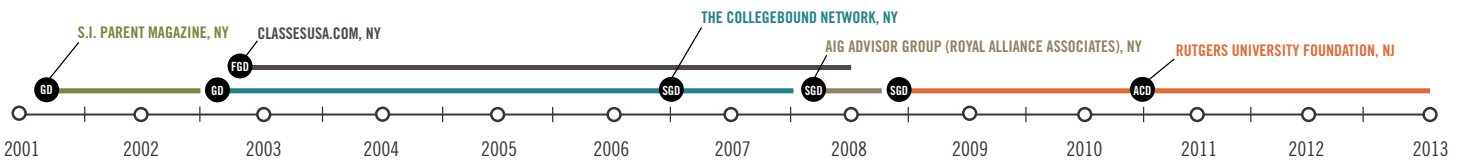
LEFT vs RIGHT



40% STRATEGIC
60% CREATIVE

EXPERIENCE TIMELINE

GD GRAPHIC DESIGNER FGD FREELANCE GRAPHIC DESIGNER SGD SENIOR GRAPHIC DESIGNER ACD ASSOCIATE CREATIVE DIRECTOR



S.I. PARENT MAGAZINE

Designed covers, features, and advertorials for the magazine; handled pre-press production, prepared and flight-checked layouts; retouched photos and optimized images for *siparent.com*.

8 MONTHS



THE COLLEGEBOUND NETWORK

Determined typography, design and photography for features/departments in *CollegeBound Teen* magazine; designed/coded websites (SEO compliant), e-newsletters, e-blasts, microsites and flash banners; created promotional materials for annual expo (proposals, postcards, posters, logos, advertisements, and PPT presentations).

5 YEARS



CLASSESUSA.COM

Designed/prepared flash banners that appeared on MSN, AOL, and Yahoo; created monthly e-mail blasts; designed the features and departments in *Online Degrees* and *Learning* magazines.

6 YEARS



AIG ADVISOR GROUP

Sole creative lead responsible for the design of brochures, advertisements, logos, and corporate identities; designed/constructed websites and e-blasts; worked with VP of Marketing to identify new concepts and marketing initiatives while being consistent to brand identity.

6 MONTHS



RUTGERS UNIVERSITY

Produce impactful/cost-effective creative solutions by overseeing development and strategy for numerous projects, such as brochures, annual reports, fundraising kits, presentations, proposals, e-mail blasts, websites, microsites; supervise designers, manage vendors, photographers, budgets, and timelines; art direct photo shoots.

5+ YEARS



ADDITIONAL EXPERTISE

MICROSOFT OFFICE HTML MAC PLATFORM
 ADOBE CS5 WINDOWS PLATFORM
 GOOGLE ANALYTICS S.E.O. QUARKXPRESS
 RESPONSIVE DESIGN
 PRE-PRESS CSS SOCIAL MEDIA
 WEBTRENDS ANALYTICS JQUERY
 JAVASCRIPT OMNITURE SITECATALYST
 HTML5 COMSCORE MEDIAMETRIX
 S.E.M. COMSCORE PLANMETRIX

WHAT I DO

