

angela lenoci

skills

Concept development and project execution as applicable to print and interactive design, integrated branding and design for advertising.

Solid knowledge of design process and strong sense of design sensibility in typography, color and layout

Design within brand standards as well as develop style guides to streamline communications

Translate client's business objectives into solid visual concepts

Design online applications by balancing usability and accessibility with timeless, user-centered design

Experience in creating wireframes, information architectures, and application workflows

Proficient in Adobe Creative Suite, Quark, Microsoft Suite, and HTML

Knowledgeable in Flash, Javascript and CSS.

awards

1998 One Show Awards - Silver, IBM Think Magazine Website

1998 One Show Awards - Bronze, Lycos Online Campaign

1998 ANDY Awards - Silver, Lycos Search Online Campaign

1997 Art Directors Club Awards - Silver, Dean Witter Website

edu.

1996 B.F.A. in Communication Arts
Parsons School of Design, NYC

work experience

August 1998 – Present

Noci Design, CT { Creative Director }

Freelance web, print and identity design, national and regional client base.

January 2000 – Present

Bootstrap, NYC { Creative Consultant } { Designer }

Design dynamic websites, online applications for a diverse range of clients in collaboration with user Interface experts, information architects and software developers to ensure technical feasibility and correct design implementation.

Clients include Pfizer and Coldwell Banker.

June 1999 – April 2010

Salamander Designs, CT { Creative Director } { Marketing Director }

Direct all operations of creative department including planning, concept development, photo shoots, creation of design and production files; logos, brochures, direct mail, advertising, packaging and P.O.P. displays.

Initiate on-going company vision in areas of product and concept development with alignment to brand architecture and positioning.

Collaborate with sales team to develop brand strategies and marketing plans.

Implement strategic process and workflow procedures to ensure greater efficiencies throughout all stages of product launches.

Defined project parameters and maintained marketing budget.

Manage freelance designers, web developers, copywriters and vendors to meet all project requirements.

Oversee all aspects of company website, intranet and email blasts; design, graphics production and HTML and database development.

May 1996 – August 1998

Modem Media / Poppe Tyson, NYC { Associate Art Director }

Design, develop and produce extensive websites, manage designers and coordinate production staff. Clients included Johnson & Johnson, IBM Think Magazine, Morgan Stanley Dean Witter, Lycos Search Engine, Hasbro Toys, and Hasbro Interactive (Beast Wars Website)

September 1995 – May 1996

Icon CMT & Word E-zine, NYC { Web Designer }

Conceptualize and design websites and client presentations for Kodak's Intranet, Bell Atlantic and ICon's Joint Internet Service website.

Layout design and HTML production for Icon's Word Ezine, one of the oldest and most influential e-zines.

