



1531 brookside drive
union, nj 07083
908.531.1335
contact@designbyclaudia.com
www.designbyclaudia.com

claudia diane petrilli graphic designer

experience

courier publishing | 2011–present

Preparation of e-books, amazon.com samples, company website images

Design of marketing pieces such as trade catalogs, sell sheets, calendars, e-newsletters

Assist with creative marketing copy on book covers and interiors, as well as marketing pieces

Book cover and interior design

Font and file management, pre-press file preparation

design by claudia | 2008–present

Print, packaging, logos, marketing, invitations, illustration, e-zines, e-blasts, web design

workman publishing | 2009–2011

Design of bestselling *National Audubon Society* Calendars and *Cute Overload* Calendar, based on award-winning website, cuteoverload.com

Management and layout of *Bananagrams* book series, based on award-winning game

Co-design of #1 educational bestseller, *Brain Quest Write & Erase Decks*, selling over 2 million copies, winning Tillywig Toy Award for 2010

Layout of NY Times' bestselling author Debbie Stoller's *Stitch 'n Bitch Superstar Knitting*

Photo retouching, proof color correction, delivery of pre-press files to production team

berlitz publishing | 2006–2008

Re-development of brand identity, encompassing *Berlitz* product line

Created corporate design manual to ensure international brand compliance

Devised product packaging, such as stickers, CDs, study cards, post-it notes

Worked alongside Publishing Director, editorial, production and marketing departments for all stages of design from conception to completion

Communicated with New York, United Kingdom, Germany, France and Singapore distribution centers for design approvals and preparation of mockups for sales

Photo research, rights and license negotiation

Managed freelance designers, typesetters and artists, ensuring timely delivery and accuracy of projects

Maintained archive of more than 30 languages, 250+ titles; provided files for licensing agreements overseas

the paper pedlar | 1998–2006

Designed stationery, invitations, direct mail pieces, magazine ads, in-store signage

Managed stages of production in stationery department, including vendor correspondence, proofing and printing

Supervised and trained new hires

education

xhtml Level 1 | 2010

The Career Center
New York, NY

bachelor of arts in art & design | 2006

Rutgers, The State University of NJ
Newark College of Arts and Sciences

capabilities

Multitasker with ability to work under tight deadlines

Excellent knowledge of typography

Strong Illustration skills

Communication skills necessary in connecting with clients and vendors

software skills

Adobe InDesign, Illustrator, Photoshop, Dreamweaver

Basic knowledge of Flash and XHTML

Microsoft Word, Excel, Power Point

Linotype, Suitcase and Universal Type Client font systems