

NORMASANTIAGO

portfolio: www.i4GraFix.com email: Norma@i4GraFix.com voice: (954) 701-0742

ARTDIRECTOR_SENIORDESIGNER_BRANDING_PACKAGING_ARTIST

A hands on creative professional with 20 years experience and still enthusiastic. Working with a team or as a team leader, I come prepared to offer visual and creative ideas for your toughest marketing, packaging and print collateral needs all within tight deadlines. I have the unique ability to efficiently analyze the variables and diverse challenges between business and creative to achieve synergy within my designs.

CREATIVE_AGENCY_CORPORATE_BOUTIQUE_WEB

Recent Success: Black & Decker Headquarters uses my Design Guide as a model requirement for all other licensees in similar industries.

Applica Consumer Products aka: Salton/Russel Hobbs/Spectrum (Miramar, Fl) 2005_2011
Team Lead Designer - Art Director

Art Director for the company's licensed brands:

Black & Decker® / Littermaid® / Farberware® / Toastmaster® / Clear₂O® and Clear₂GO® Water

Designed, executed and developed packaging, brand guidelines, sustainable dieline development and creative copywriting when required. Introduced new design and design enhancements for Top 5 retailers, including Wal-Mart and Target. Recommended packaging trends and develop creative services procedural enhancements geared to save the business money and time.

Managed a team of three designers by motivating, design guidance and daily supervision. Assessed team workload in order to maintain creative integrity while meeting very tight production deadlines. Hands on team player by creating and building comps and production layouts alongside my direct reports. Solely responsible for final approvals on all outgoing work for my brands. Art directed all photoshoots and food styling. Researched and developed packaging for focus groups.

Among packaging campaign requirements were brand development, focus groups, web design, print collateral, POP, photoshoots and ads.

Certified member of Color Marketing Group. Attended workshops in Chicago, IL 2008/2009

Attended 4 day Packaging Strategy Summit in Clearwater, FL 2010

Bilingual in English and Spanish

Web Design Standards and proficient in Adobe CS5 Mac and PC environment

Bachelor of Fine Arts, SUNY Fredonia, New York

Some people dream of success while others wake up and work hard at it

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Aquent Creative Staffing
Graphic Designer/Retoucher/Web Designer/Art Director

1999_2005

Consultant to various clients cross-industry. Many clients on a repeat basis:
Rexal Sundown (2 years), Applica Consumer Products (hired full-time), Boca Magazine (6 months),
Everglades Direct, Zimmerman, CBS Sportsline, Citrix, The Trump Group, Kroll Worldwide,
Whitecraft, among others.

BradyNet Global, Miami
Web Designer/Art Director

1999_2003

Art Directed corporate collateral and web presence to deliver branded financial research services

Created banner ads, navigation & information design and implementation of a new range of web
services including IDEAadvisor, Intermixed, IDEAfax and IDEAfirst.

Youngology Inc, New York City

1996_2000

Developed, organized and ran the creative department for this successful Information Technology
start-up company.

Rapp Collins Worldwide, New York City

1992_1996

Worked my way up from Graphic Artist to head of computer graphics department; provided support
to creative services by way of design, software/hardware troubleshooting, emerging technology
R&D and managemen/supervision of freelance staff and budget.