

Adriana Machado

senior designer + art director

Contact

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www.AdrianaTheDesigner.com

Profile

Motivated designer with 15 years experience in building responsive and engaging visual content for both print and digital platforms. Seeking to create value for clients using my expertise in branding, typography and art direction to successfully execute creative solutions.

Languages

English

Spanish

French

Italian

Expertise

Adobe Creative Suite

InDesign

ILLustrator

Photoshop

Work Management Systems

Website Building Platforms

Microsoft Word

After Effects

Procreate

Power Point

Excel

Sketch

Education

Mason Gross School of the Arts
Rutgers University
09/2004 - 05/2008

Bachelor of Fine Arts Program
Major Concentration in
Graphic & Communication Design

Experience

WebMD / Medscape Education

New York, NY & Newark, NJ | 11/2018 - present
Senior Designer + Creative Director's Assistant

- Design templates for the assets of the EDU Design side of Medscape.org which include collection page banners and accompanying deliverables for email and slides, supporter badges, postcards, web reprints, patient/clinician handouts + posters and key initiative campaigns
- Translate marketing analytics data to infographic-forward marketing collateral – brochures, one-sheets, white papers, site newsletters, status reports, slide decks, event invites, e-cards and social media graphics
- Train interns + mid-level designers to ensure they follow deliverable specs and branding style guidelines
- Preserve open and clear line of communication with fellow marketing team as well as program managers, scientific directors, medical editors and VPs to establish valuable relationships
- Delegate design tasks to evenly maintain steady workflow for designers
- Mentor designers to help build their confidence in producing exceptional work

Hudson Paperie

Hoboken, NJ | 08/2018 - 11/2018
Lead Invitation Designer

- Designed event/wedding invitations and announcements as well as day-of stationery, signage and print collateral
- Met with clients to discuss their paper stationery needs while showing them samples of our past custom invitations to come up with a fresh new concept

TALDE / Three Kings Restaurant Group

Jersey City, NJ | 04/2018 - 08/2018
Private Events + Creative Director

- Established policies and pricing structures to maximize revenue
- Communicated details crucial to event success with department heads and staff
- Refreshed menus for functions, dining room, banquets, and special events
- Managed the execution of all marketing activities including design of event registration website, e-mail campaigns, social media

NJTV / WNET-PBS

Newark, NJ | 07/2015 - 04/2018
Motion Graphics Designer

- Created on-air graphics utilizing Adobe Photoshop, Illustrator, After Effects, Premier and Final Cut Pro
- Worked closely with reporters and producers to meet daily deadlines for on-air, web and social media platforms
- Successfully managed projects from concept through completion in conjunction with the various departments in our studio

NJ Advance Media / The Jersey Journal

Secaucus, NJ | 08/2008 - 07/2015
Senior Graphic Artist

- Designed covers, feature pages, ads, and marketing material for The Jersey Journal, NJ.com and Weekend URGE entertainment magazine
- Established and monitored proper work pace to guarantee meeting daily deadlines
- Supervised and delegated tasks to staff, ensuring their timely completion
- Collaborated with editorial and advertising staff to make copy and layout edits