Leo Zelino

Graphic & Digital Designer

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Summary

Creative Graphic Designer with a successful track record of creating award-winning designs across multiple mediums.

Proficient in digital and print media, branding, and multimedia production, with experience in AI-driven solutions and animation.

Innovative problem solver, versatile and adaptable in team or solo projects. Enthusiastic about design in general, but especially for the entertainment and gaming industry.

Skills

Photoshop	**After Effects**	**Audition**
Illustrator	**Blender**	**HTML**
Midjourney	**3D Printing**	**CSS**
Stable Diffusion	**Figma**	**Javascript**
Premiere Pro	**Package Design**	**MS Office**

Experience

Sr. Graphic Designer, *July 2023 - Current*
Run Global Media, Valencia, CA

- Redesigned and built websites for DVBrands and its UK counter-part, maintaining and updating content across multiple brands websites.
- Created packaging and labels for over 10 brands, each with 30+ product variations, including international market adaptations.
- Developed digital assets, including videos and voiceovers, for promotions on platforms such as Amazon and Target.
- Created 3D assets for trade shows, using Blender, After Effects, and Premiere to design promotional videos for social media.
- Established brand guidelines for new and existing brands to ensure consistent visual identity.

Graphic Designer, *November 2021 - July 2023*
Leapy Lures, Garden City, ID

- Developed comprehensive branding, including logo design, product packaging, and marketing collateral using Photoshop, Illustrator, and After Effects.

Graphic Designer, *February 2020 - May 2020*
Bug-A-Salt, Santa Monica, CA

- Designed product packaging, composite images, and assets for social media, contributing to increased customer engagement.
- Formulated marketing strategies that boosted monthly responses and sales by 10%.

Graphic Designer, *October 2019*
Fur Friendly Feasts, Ridley, PA

- Developed a cohesive brand identity and social media visuals including logo, product labels, and investor presentation materials.

Web Designer, *April 2014 – April 2015*
Red Tail Restoration, LLC, Aston, PA

- Designed dynamic website and managed digital content.
- Provided photo editing, color correction, and print collateral development.

IT Director / Web Designer, *September 2003 – April 2007*
HSM of America, LLC, West Chester, PA

- Created, developed, and managed IT department.
- Re-imagined website generating over 100,000 hits per month and designed an e-commerce service creating a revenue of over $20,000, exceeding company goals 2 months ahead of plan.
- Expanded company web presence creating 3 additional websites.
- Collaborated with marketing department, providing image processing, marketing collateral, and logo designs.
- Developed and taught classes to train sales division for new technology apps.
- Designed layout and supervised company trade show booths.

Awards

BBDO & Droga 5 YS Award
2017

Srishti Institute of Technology, Art, and Design Typography Day Award
2016

Delaware County Community College Production Poster Award
2014, 2015

Delaware County Community College Purchase Award
2013

Education

Bachelor of Fine Arts in Communication Design
December, 2017
Kutztown University of Pennsylvania
Kutztown, PA

Associate of Fine Arts in Graphic Design
May, 2015
Delaware County Community College
Media, PA

Associate of Applied Science in Interactive Multimedia
May, 2002
Delaware County Community College
Media, PA