

EDUCATION

Drexel University, Philadelphia, PA
Bachelor of Science in Graphic Design, 2013
Minor: Fine Arts Cumulative GPA: 3.8

EXPERIENCE

Airthinx, Inc., Philadelphia, PA

Brand Manager | February 2022 - Present

- Develop and maintain the brand guidelines for internal and external use.
- Serve as creative expert, collaborating with others to generate new content that maintains brand image.
- Ensure visual communication and brand standards are met, leading the delivery of consistent, compelling, and brand compliant visual collateral across all channels, both print and digital.

Design & Marketing | January 2018 - February 2022

- Developed marketing materials for the sales team in order to educate customers and drive business.
- Collaborated with web/digital developers to bring the brand identity into the website and mobile app.
- Created videos, animations, illustrations, infographics, presentations, product photography, and other materials to support the brand ventures including investment opportunities and RFPs.

Netronix Inc., Philadelphia, PA

Design & Marketing | May 2013 - Present

- Design and maintain all creative materials used for marketing and education towards potential clients.
- Collaborate with web/digital developers to redesign and modernize the web console used to access their sophisticated IoT platform.
- Create videos, animations, illustrations, infographics, presentations, product photography, and other materials to support the CEO with investor presentations and client education.

Philip Gross Graphic Design, Freelance

Owner/Graphic Designer | September 2012 - Present

- Manage and completed projects for clients throughout the country, including: McGraw-Hill Education, Thomas Jefferson University, and Netronix Inc.
- Create marketing booklets, logos, brand guidelines & brand identity materials, print ads, web graphics (including web & app design), event graphics, videos, animations, product photography, editorial & technical illustrations, social media graphics, and other work for both large and small clients.
- Manage all graphics from conception to execution, including working within existing brand guidelines for large companies like Thomas Jefferson University.

Creative Characters, Philadelphia, PA

Graphic Designer | June 2014 - February 2018

- Developed concepts and designs for various projects including booklets, brochures, business cards, websites, logos, and postcards.
- Created work that fit within brand guidelines set for large companies such as Thomas Jefferson University and Wills Eye Hospital.
- Prepared client-supplied files for offset and digital print, including variable information print runs.

McGraw-Hill Education, Hightstown, NJ

Graphic Design Assistant | April 2012 - September 2012

- Communicated with editors, professors, and project representatives for project adjustments and changes in order to meet tight deadlines.
- Designed original textbook covers for universities throughout the country.
- Managed up to 150 different projects per month.

SKILLS

Highly Proficient In:

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Lightroom
Adobe Acrobat
Microsoft Word
Microsoft PowerPoint

Experience with:

Figma
Adobe Premiere Pro
Adobe Audition
Adobe XD
Adobe Dimension
Wordpress
Fusion Pro
HTML + CSS
Adobe Dreamweaver
Microsoft Excel

CAPABILITIES

Presentation Design
Videography
Illustration
Event Photography
Product Photography
Photo Touch Ups
Basic 3D Manipulation
Environmental Graphics
Typography
Layout
Infographics
Book Design
Package Design