

# Vincent John Usuriello

Digital Designer / Graphic Designer / Artist

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## Work Experience

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### Broadway Across America / John Gore Organization – Graphic Designer

Jan. 2018 – Present / New York, NY

#### Recipient of the John Gore Organization Star Award Mar. 2020

- Created promotional materials for over 45 markets in the United States and Canada for touring Broadway productions including *Hamilton*, *Disney's Frozen*, *Les Misérables*, *MJ The Musical*, *Funny Girl* and *Disney's Aladdin*
- Assist the Manager of Creative Services with delegation of work assignments for designer staff
- Reviewed status of work, supervised personnel to ensure projects met deadlines while incorporating best practice methods to encompass all requirements
- Designed and coded mobile responsive emails using *Dreamweaver*, *Salesforce*, *Eloqua*, *Emma*, *Campaign Monitor*, *Email on Acid* and *Litmus*
- Layout design for several promotional print materials such as market brochures, ticket handbooks, heralds, theatre marquees, posters and newspaper spadeas using *InDesign*
- Digital graphics creations for social media, email, advertising banners and HTML5 banners using *Photoshop*, *InDesign*, *Illustrator* and *Animate*

### Cue Connect – Graphic Designer

Jun. 2017 – Aug. 2017 / New York, NY

- Redesigned company website and created visuals to promote eCommerce platform for use by merchant clients
- Designed case studies using *InDesign* to support branding efforts
- Created blog post visuals using *Illustrator*

### Hara Partners – Project Manager / Interactive Designer

Feb. 2016 – Mar. 2017 / New York, NY

**Portabellaonline.com:** Project Manager and Interactive Designer

**HundredDollarSuits.com:** Lead Front End Developer and Interactive Designer

- Managed and instructed design team for the design and development of site map, website pages and eCommerce content using *Magento*, *HTML* and *CSS*
- Product photography for footwear, outerwear, suits, pants and accessories
- Implemented photo retouching and cropping using *Photoshop/Camera Raw*

## Freelance Clients

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### Freelance Work for El Rey Cable Network

Mar. 2015

Created *Photoshop* illustrations for the commercial “Why This Movie Matters” to promote the film “Evil Dead 2”

## **Freelance Work for Sirius XM Octane**

Feb. 2015 / New York, NY

Video capture (Canon 7D DLSR) and video editing (*Final Cut Pro*) for Sirius XM Octane live studio performance of Nothing More's "We're In This Together"

## **Freelance Work for Showtime Cable Network Television Series "Dexter"**

Sep. 2012 / New York, NY

Created *Photoshop* illustration for merchandising promotional products, including cell phone cases, coffee mugs, mouse pads, and posters

## **Qualifications Summary**

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### **Design Skills / Programming**

- Content creation and photo editing for both digital and print (*InDesign, Photoshop, Illustrator*)
- Illustration Skills (Digital and Traditional)
- Email creation (*Salesforce, Dreamweaver, Eloqua, Emma*)
- HTML
- CSS
- Video editing, motion graphics and sound editing (*Premiere Pro, Final Cut Pro and After Effects*)
- HTML5 Animation (*Animate*)
- *Magento* for Front End Development
- Wordpress (Themify) for Front End Development
- Working knowledge of Javascript/JQuery, PHP, MYSQL, XML, CSS preprocessing and mobile responsive design

## **Education**

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### **Certificate in Web Programming** – CUNY Hunter College Continuing Education

2015 / New York, NY

### **Bachelor of Fine Arts, Computer Animation and Interactive Media** – SUNY

Fashion Institute of Technology

2007 / New York, NY

### **Associate in Applied Science, Fine Arts** – SUNY Fashion Institute of Technology

2005 / New York, NY