

Vincent John Usuriello

Digital Designer / Graphic Designer / Artist

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Professional Profile

Creative and detail-oriented Graphic Designer with 9+ years of experience in email coding and design, digital media, and print materials. I specialize in building responsive, accessible, and eye-catching email campaigns that stay true to brand guidelines and connect with audiences. Skilled in both the technical and creative aspects of design, with a strong command of HTML/CSS, Adobe Creative Suite, and industry best practices. Focused on delivering polished, effective designs as well as working across teams, managing multiple projects, and keeping things moving without missing the details.

Work Experience

Broadway Across America / John Gore Organization

Senior Graphic Designer Jul. 2024 – Present / New York, NY

Graphic Designer Feb. 2019 – Jun. 2024

Interactive Designer Jan. 2018 – Jan. 2019

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 Director 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
- Provide guidance for 2 junior designers to improve their design knowledge and skillset leading them to achieve the best quality industry standards
- Designed and coded over 8,000 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*
- Prepared *Powerpoint* pitch decks for use of staff, resulting in attaining renewal of partner market contracts and acquiring new sponsorships

Cue Connect

Graphic Designer Jun. 2017 – Aug. 2017 / New York, NY

- Redesigned company website and developed visuals to promote eCommerce platform for use by merchant clients
- Designed case studies using *InDesign* to support branding efforts
- Produced 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

Freelance Work for Showtime Cable Network Television Series “Dexter”

Illustrator / Digital Painter Sep. 2012 / New York, NY

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

Qualifications Summary

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
- *Powerpoint*
- Working knowledge of Javascript/JQuery, PHP, MYSQL, XML, CSS preprocessing and mobile responsive design

Education

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