



sally fica

graphic design | digital development | strategic solutions

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Strategically-driven, creatively-inspired, solution oriented graphic designer to help plan, analyze and develop targeted communication solutions. Brainstorming with fellow creatives to develop a plan of action to present to the client. Distilling research down to its essence and using the appropriate media to deliver the best user experience to the right audience in a timely and cost effective way. Manage multiple projects at once and still be flexible when tight deadlines loom. Works seamlessly with clients, executives and staff.

Expert level in InDesign, Photoshop, Illustrator (CS5), Acrobat and QuarkXpress. Competent with Word, Powerpoint and Social Media.

NY Life-Parsippany, NJ, April 2011-October 2011

On-Site Graphic Designer - Marketing department for corporate insurance company

- :: Developed, with product manager, new standardized template for annuities flyers
- :: Solved readability of charts by analyzing data and redesigning charts, based on feedback from an outside auditor. Redesigned charts using Illustrator CS5.
- :: Designed a consumer friendly line of educational brochures (5) utilizing streamlined charts, easy-to-read headlines and a soft-sell approach

TNG Creative Group-Kinnelon, NJ, 2007-Present

Graphic Design Consultant - Full service communications agency

- :: Spearheaded concept for a St. Joseph's Hospital craniofacial brochure that promoted empathy and hope for pediatric patients and their families
- :: Landed the agency 6 new clients by researching competition and creating dynamic designs on a tight deadline
- :: Research and suggest multi-use piece options to demonstrate better use of clients' budget
- :: Won client back from rival agency by conceptualizing innovative display ad campaign

Mercurio Associates-Glen Ridge, NJ, 2002-Present

Graphic Design Consultant - Communication design company

- :: Analyze and streamline website navigation for optimum user experience in collaboration with Art Director
- :: Explored new technology to produce solution for promotional email newsletter to agency clients. Created html files for promotion, designed web ready artwork, uploaded artwork to server, compiled email address list and issued promotion
- :: Helped agency to communicate with current clients by designing and developing email blasts using Dreamweaver

Fahoury Ink-West Orange, NJ, 1998-Present

Graphic Design Consultant - Business communication and marketing agency

- :: Created memorable curbside brand for local women's retail store. Used Illustrator to create whimsical themed custom illustration.

- :: Conceptualized and applied branding techniques for corporate stationary, website and PowerPoint materials for public accounting firm

Pershing, BNY Mellon—Jersey City, NJ, 2007-2010

On-Site Graphic Designer – Corporate Financial Marketing Department

- :: Worked with Creative Director to apply corporate design standards on all collateral, direct mail, trade show and advertising materials
- :: Created and resized web banners for display on vendor websites using Photoshop
- :: Assisted AVP of web to update corporate homepage design to inform prospective advisors of their new program

BD (Becton Dickinson)—Franklin Lakes, NJ, 2002-2006

On-Site Graphic Designer – Corporate Marketing Department

- :: Partnered with Traffic Manager to facilitate updating of collateral materials
- :: Brainstormed with one of several Art Directors on the direction of a new product calendar. Provided layouts for client review. Adjusted comps according to client feedback. Directed final production.

Rochford Inc.—Washington Township, NJ, 1993-2002

On-Site Graphic Designer. Currently freelance for special projects.

- :: Produced out-of-the-box industrial product ads that landed this marketing and communications advertising agency ongoing creative work with Evonik, a multinational specialty chemical manufacturer
- :: Directed workflow and coordinated projects for freelance designers
- :: Performed extensive proofreading and cross checking of manufacturer technical specs for product sales sheets
- :: Saved Rochford the cost of hiring an illustrator by creating custom illustrations for newsletter and brochures
- :: Collaborated on writing headlines for speciality chemical product. Researched visuals to support headline and retouched photos and composed digital files to create target specific ads

SJF Studios—Northern NJ, 1993-Present

Graphic Design Consultant

- :: Interfaced heavily with clients to receive project parameters, make presentations and offer solutions to project challenges
- :: Generated cost estimates for clients. Handled billing and receivables.
- :: Handle in-house work flow to create timelines for projects
- :: Cultivated new clients through networking and social media

Clients - Current & Past

ADINC | Becton Dickinson | Camarés Communications | Center Stage Productions | Crossroads Publishing | DJ Campbell Advertising | Einson Freeman | Experiential LLC | Fahoury Ink: Crispy Green, Magone & Company, Pearson, Village Belle | Laforteza Design | Magic Gardens | Mercurio Associates: Salvation Army , MHANJ | NY Life | Pershing, BNY Mellon | Rochford: Samsung, Evonik , Mikron | Shaw & Todd: Nikon | Shelko Consulting | Tishman Construction | TNG Creative Group: Nestle Waters, St. Joseph's Hospital, Sleep Tech | CLS Communications | Fox Industries

Education Associates in Commercial Art, Dean's List – Bergen Community College, Paramus, NJ

Certificate in Commercial Art – Ridgewood School of Art and Design, Ridgewood, NJ

Professional Development Training

Macintosh Classes – Bergen Technical School

Dreamweaver Classes – Wayne Continuing Education

Flash Classes – Lynda.com, Aquent, Adobe Academy

Associations

New Jersey Advertising Club | Women in Communications | Sierra Club | Appalachian Mountain Club | Clearwater