

Marlene Leibowitz

Senior Graphic Designer

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305.776.5970

SUMMARY STATEMENT

Experienced Graphic Designer that is passionate about the craft.

Able to take an idea from conception and transform it into a highly marketable end product.

Proven experience in catalog, branding, packaging, point of sale, print collateral, photo styling and advertising. Talented team member and driven team leader.

Able to produce powerful results in a timely manner.

QUALIFICATIONS

In-depth experience applying graphic design principles to produce innovative results.

Fluent in Macintosh and Windows operating systems.

Extremely well organized and deadline driven.

Exceptional freehand design capabilities.

Proven ability to quickly learn and apply new technologies.

Lifelong interest in art and illustrative concepts.

Bi-lingual: English and Spanish.

EXPERIENCE

Senior Graphic Designer

Uniform Advantage, Weston, FL, 2007

Layout design and production of mail order catalog.

Duties included layout design, color correction, textile mapping and color proofing.

Illustration for textile prints.

Senior Graphic Designer

Betty Dain Creations, Inc., Miami, FL, 2002

Catalog design and production for several lines of products, with duties including: photo shoot direction, electronic preparation of files, layout, color proofing, and press check.

Package design for products, promotional deals, and POP displays.

Large format graphics for trade shows and booths.

Monthly ad for relevant magazine of the beauty industry. Concept, photography, art direction and production.

Illustration for textile prints.

Photography styling and art direction of product shoots and models.

Worked with photographers, printers, modeling agencies, make-up artists, and other outside vendors.

Graphic Designer

Pro-Publishing, Weston, FL, 2001

Responsible for the creation of calendars, brochures and postcards related to tourism. Duties included but were not limited to: concept, creation, picture retouching and press-ready file delivery.

Graphic Designer

Scale Model of Havana, Havana, Cuba, 1993

Created print material for organizations and events directly related to the urban life of Havana City.

Concept and production of the monthly newsletter, brochures, catalogs and postcard direct mail advertising. Identity design specialist for art exhibitors, workshops and educational events. Specialties included logo, invitations, credentials, signage, programs, magazine ads and promotional collateral.

EDUCATION AND TRAINING

Higher Institute of Industrial Design, Havana, Cuba

Bachelor's Degree in Informational Design

Typography Workshop with world-renowned designer, Urs Graf

Packaging Design Workshop with agency owner, Fabio Farinha

Packaging Design Workshop with Bulgarian designer Eva Cruchove

DESIGN SOFTWARE/TOOLS

Adobe CS: Photoshop, Illustrator, In Design, Acrobat /
NedGraphics Easy Map Creator Pro / Quark X Press /
Label Matrix / BarOne / Microsoft PowerPoint / Access /
Word / Excel

