

PAUL COSTELLO

www.nerdalertdesign.com

OBJECTIVE

A strong passion for leading teams, building brands and transforming businesses for the digital age. Proven track record in devising digital strategies that help build brands through earned, owned, paid and shared media. Award winning content creation, storytelling and analytics driven optimization across many consumer verticals.

Currently interested in obtaining a position with a progressive company who emphasizes creativity. Interested in a job position that is challenging, rewarding and provides an opportunity to expand my knowledge and abilities in creating customer-centric solutions.

Advanced knowledge in the areas of Design, User Interface, analytics, work-flow and Front-end web development. Adapt at complex problem solving with a passion for creativity.

APPLICATION SKILLS

- Adobe Photoshop, Illustrator, Dreamweaver, InDesign, Muse, XD, After Effects, and Premiere Pro
- Sketch, InVision, and Principle
- SharePoint Designer, Power BI
- Marcom - FusionPro (variable data publishing)
- Office 365, Microsoft Office Suite applications
- Lightwave 3D
- CSS 3, HTML 5, JavaScript/jQuery, Bootstrap limited PHP
- Windows and Mac platforms

Skills for email campaigns and design

- Marketo
- Salesforce
- ExactTarget Email Platform
- Ricoh Marketing Connection - Landing Pages - Microsites

EDUCATION

Hussian College of ART
Philadelphia, PA

CONTACT

 812 Falcon Lane
West Chester, PA 19382

 484-947-7567

 www.nerdalertdesign.com

 costelldesign@verizon.net

 www.linkedin.com/in/paulwcostello

 [@costelldesign](https://github.com/costelldesign)

EMPLOYMENT EXPERIENCE

Ricoh

Senior Graphic Designer
UI / UX Wireframes

King of Prussia PA
January 2009 to present

- Working with Senior leadership to outline the needs for our Microsoft Analytics Power BI interface, developing the Branding, Graphics, UI / UX wireframes in XD, Sketch, and Muse for a repeatable client facing solution. This solution increased sales by 30%. Working in an Agile environment with scrum team to Design the UI / UX of Ricoh Content Manage and the Brand logo. I simplifying this product's UX by reducing the amount of clicks needed to add 3 levels of dropdown permissions, to a 3 level slider.
- Liaison to our internal Manage Services division, collaborating and expanding on a new evaluation Website and Mobile App. This application solution converted several excel work-flows into one unified portal, increasing our efficiency by 60% for our manager service department.
- Collaborating with our marketing department in creating our online content management design platform, centralizing all of Ricoh's business promotional materials. (email promotions, registration pages and banners) Experience working

American Color / Vertis
Senior Graphic Designer

Exton PA
September 2006 to January 2009

- Involved with the full scope of package design from sketches to illustration and then creating production art for the flexo printing process. We also collaborated with Hershey's brand managers to provide professional recommendations for new branding concepts, packaging concepts, and line extensions.
- Career high, was chosen to design and develop the Hershey's Miniature logo and seasonal line extension artwork. I've designed numerous packaging, DRC, MODS, etc., solid understanding of Spot and Manufactured colors.
- Attended Hershey's focus groups to sample and evaluate new product concepts. In these meetings I would sketch possible packaging visuals.

Thomas J Paul
Freelance Designer

Rydal PA
January 2006 to September 2006

- Collaborated with MARS and TJP brand managers on various projects, to provide professional recommendations for new packaging designs direction.

Goodwin Design
Art Director

Media PA
March 2002 to December 2006

- Primary responsibility focused on Art Directing our creative vision for K'NEX industries product line. K'NEX was our main client with a yearly budget of 500k. Our team was responsible for producing over 60 SKU's a year and preparing over 30 packaging for Toy Fair held at the Javits Center.

Franklin Mint
Graphic Designer

Media PA
March 1991 to March 2002

- Main focus was Product Design. Using a variety of skill set , from sketches to traditional illustration and 3D modeling. Product design for numerous iconic pop culture brands as Harley - Davidson, Coca - Cola, Disney etc.