

## EDWARD FELUMERO

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### PROFILE

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Professional Graphic Designer with 17 solid years of quality service in the visual communications industry. Team building through communication and mentoring. A thorough knowledge of all design principles and a full working knowledge of current design software packages. Achieving solutions to complete any design objective.

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### EMPLOYMENT HISTORY

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#### **2002 - Current: United Liquors LLC, a division of The Martignetti Companies, Braintree, MA**

*Graphic Designer, Publishing Manager*

- Design and production of dynamic sales and marketing presentations, signage and print advertising and customer requested collateral such as retail POS, brochures, direct mail pieces, logos, posters, signs, banners, wine lists, newsletters and Powerpoint presentations.
- Daily organization and management of workflow solutions including training/advancement of fellow team members, data storage and troubleshooting.
- Client and vendor interaction including concept to completion solutions with service bureaus.
- Digital Large Format and Color Printing solutions. Acquisition of software upgrades and new printing technologies.
- Support sales and executive and marketing teams with interior and exterior merchandising solutions with an emphasis on brand building and targeted sales goals.
- Creative coordinator in support of Marketing Director for monthly broadcast of corporate electronic newsletter utilizing SmartWebs design application servicing the core customer base.
- Creative direction for The Ray Tye Medical Aid Foundation, a company owned non-profit organization.

#### **2001-2002: Lane Printing & Advertising, Holbrook, MA**

*Graphic Designer, Prepress Coordinator, Image setter*

- Conception, design and production of corporate identity packages, signage and print advertising solutions as related to client requirements on both Mac and PC.
- Daily organization and management of department files, paperwork and data storage.
- Preflighting of artwork presented by clients and scanning for print/web media.
- Color correction, prepress workflow solutions and plate/negative developing plus mark-ups.
- Digital Large Format and Color Printing. File transfer/conversion and hardware maintenance on MAC and PC.
- Training of new employees.

#### **2000-2001: Signature Graphics and Signs**

*Graphic Designer/Graphics Production Manager*

- Direct supervision and management of 4 person graphics production staff, job traffic solutions and employee training.
- The design, fabrication, and installation of all types of signage including restaurant menus, banners, vehicle graphics, large format printing and wayfinding systems.

#### **1996-1998: Cooper Productions, Boston, MA**

*Scenic Art Design & Fabrication, Production Assistant*

#### **1989-1996: MTS Inc. Tower Records and Video, Boston, Ma**

*Commercial Graphic Design • Video Department Art Supervisor*

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### EDUCATION

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1983-1987 **Boston English High School**, *Academic Studies with honors, College Preparatory* - Diploma

1984-1987 **Hubert Humphrey Center**, *Computer sciences, Business and data communications* - Diploma

1999-2001 **School of the Museum of Fine Arts**, *Visual Communications/Graphic Design* - Certificate

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### ADDITIONAL EDUCATION

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- **New Horizons Learning Center:** Adobe Creative Suite, Dreamweaver
- **Skillpath Seminars:** Managing Multiple Objectives and Excelling as a first time manager
- **Internship:** Gusanoff Advertising and Design, Newton, MA with focus on food and retail marketing materials

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### SOFTWARE SKILLS

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**Adobe Creative Suite:** Photoshop-Illustrator-InDesign-Acrobat and Distiller-ImageReady-Dreamweaver-Flash

**Microsoft Office Suite:** Word-Excel-Powerpoint-Outlook, **Quark XPress, Corel Painter 10, Windows XP Professional, Mac OS, Composer, Flexi-Sign, Xerox Fiery Rip Software, Onyx Rip Software, Roland ColorRip**

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### HARDWARE KNOWLEDGE

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**Gerber HS15, Odyssey 48 and Gerber EDGE** vinyl plotters/printers, **Ultre 72** imagesetter and rip software

**Ricoh E-1707** color laser printer/copier, **Canon** and **Minolta** color copiers, **HP DesignJet 5000 & 5500** large format UV inkjet printer

**Roland Sol-Jet 540** Eco-Solvent large format printer with contour cutter, **Xerox Doc-12, Doc-35 and Doc-240** color copier and finisher

**Seal** large format laminator and mounting device, **Digital** and **Conventional Photography, Wacom** drawing tablet