



**Patrick J. Curran, Senior Designer**

516.633.2514 ▪ pjcurran.com ▪ patrick@pjcurran.com

**Objective** To produce impressive multimedia content that exceeds client expectations and effectively communicates marketing objectives, while maintaining brand integrity. Taking ideas and strategically transforming them into effective marketing tactics and advertising campaigns. Ready to work hard, offer creative solutions, be team-oriented, meet deadlines, be efficient and solve problems. Staying educated and up-to-date on design and technology trends.

- Qualifications**
- Fluency in web design using Dreamweaver, HTML, CSS and Flash, with emphasis on great aesthetic, user experience and interface design. Includes full sites, landing pages, conversion-focused user flow pages, email marketing, animated and static banner ads, and mobile format. Can manipulate basic jQuery, JavaScript and XML solutions. Understanding of the benefits of SEO / SEM and social media.
  - Fluency in print design using Photoshop, Illustrator, InDesign and QuarkXPress, combining color theory, typography, digital photography, and design principles. Includes print ads, posters, sell sheets, brochures, catalogs, annual reports, broadcast banners and graphics, logo design, packaging, outdoor tactics, tradeshow graphics, photo manipulation and illustration. Expertise in prepress production.
  - Knowledge of digital video editing and DVD production using Premiere Pro, Final Cut Pro, Live Type, DVD Studio Pro and iMovie. Knowledge of sound editing with Soundbooth and GarageBand.
  - Experience in a fast-paced agency setting with the ability to prioritize and multitask
  - Can take direction from clients and produce projects quickly and accurately
  - Mac and PC proficient
  - Great attention to detail
  - Copywriting and proofreading

- Merits**
- Alpha Beta Gamma, Zeta Chapter, International Business Honor Society, Farmingdale State University, 2005
  - Bronze Certificate of Excellence, 2004 Student BOLI Competition
  - President's List and Dean's List, Farmingdale State University, 2002-2005
  - Phi Theta Kappa, International Honor Society, Nassau Community College, 1999-2001

- Employment**
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|--------------|--|
| 2010–present | Senior Designer, Atrinsic, New York, NY                                |
| 2005–2010    | Senior Graphic / Web Designer, Black Twig Communications, Melville, NY |
| 2005         | Graphic Designer, J&D Beauty Products, Hauppauge, NY                   |
| 2004–2005    | Graphic / Web Designer, Digital Vision Multimedia, Lindenhurst, NY     |

- Education**
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| 2008      | Farmingdale State University, Refresher Course in Advanced Web Design                 |
| 2006      | Educational Trip to Italy, Study of Art History                                       |
| 2005      | Educational Trip to Greece, Study of Art History                                      |
| 2002–2005 | Farmingdale State University, Bachelor of Technology, Visual Communications, GPA 3.82 |
| 1999–2001 | Nassau Community College, Associate of Arts, Liberal Arts, Magna Cum Laude            |
| 1995–1999 | Massapequa High School, Regents Diploma   |

- Freelance**
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| 2004–present | Various design jobs including web sites, logos, posters, newsletters, postcards and wedding programs |
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