



JENNIFER MAGAZZU

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View my online portfolio at: JenniferAntonia.com

SKILLS

- » Packaging design and mechanicals
- » Digital design and production (banner ads, emails, websites, interactive/clickable PDF)
- » Image manipulation/color-correcting
- » Create complex die lines from scratch
- » Eagle eye for mechs and print proofs
- » Chart and graph creation
- » Trade show booth development
- » Large-format printing and installation
- » Print shop and pre-press background
- » Pristine knife skills to craft comps, boards, books, invites, etc.
- » Well-versed in pharmaceutical industry
- » Stock art buying (image/font/music/video)
- » Vendor and freelance management
- » Traffic coordination
- » Leadership and motivational skills

SOFTWARE

- » Adobe Illustrator, Photoshop, InDesign, Xd and Acrobat Pro
- » UTC/ConnectFonts/Triple Triangle
- » Workfront/Ziflow
- » Microsoft Office Suite, Google Office Suite

CAREER HIGHLIGHTS

- » Introduced in-house large-format printing and custom hardcover book production into all new-business pitches.
- » Developed and maintained folder structure for all job folders. Recently, I created a revised folder structure for the larger Inizio company, now utilized across all of InizioEvoke Drive.
- » I served as the primary mentor for the +Someone buddy program, guiding 14 new hires over 3 years and enhancing our strong culture.
- » Developed numerous processes to increase efficiency and save time within the art and studio departments.
- » Led the studio in the successful execution of 9 pharmaceutical product launches.
- » Contributed to over 30 new-business pitches, encompassing both print and digital formats.

EDUCATION:

- » Associate Degree in Graphic Design, Middlesex Community College, Bedford, MA
- » Intensive course in front end development, hand-coding with XHTML and CSS, Upstatement, Boston, MA

With 16 years of experience as a designer in both agency and client-side settings, I bring creativity and rational thinking to every project. Over the years, I've developed strong leadership skills through effectively managing my Studio team, guaranteeing smooth project workflows and timely deliveries.

My approach to challenges is rooted in proactive thinking and innovative problem-solving. I embrace new challenges and excel at finding unique solutions to complex problems. While my expertise encompasses a strong design sense, extensive print knowledge, and meticulous attention to detail, my greatest strength lies in solving creative challenges in a way that meets production requirements while preserving the integrity of the original creative vision.

InizioEvoke (formerly Cambridge BioMarketing and Mind+Matter), **Studio Manager (2018-2024)**

As Studio Manager, I maintained an efficient and effective print and digital studio that caters to the demands of both client and the agency.

- Delivered perfect print and digital files
- Executed design and layout
- In-house printing for pitches/meetings
- Managed assets and create server organization
- Established and built upon agency processes
- Taught designers to build clean, efficient files
- Contributed to agency growth and culture

Cambridge BioMarketing, Senior Production Designer (2015-2018)

- Produced print-ready mechanicals that adhered to established brand guidelines, industry standards, and agency best practices, including print ads, DM, packaging, trade show materials, and event collateral; assemble mock-ups and prototypes
- Worked closely with production, art directors and designers, editorial, and project managers to ensure final files for release are accurate and error-free
- Collaborated with in-house and external production teams on final output; released final print mechanicals and digital files to agency vendors
- Managed account production timelines; attend weekly status meetings, kick-offs, provide job updates, communicate questions or concerns
- Archived layout/mech files and hi-res photography; set up filing system for final artwork
- Created and modified die lines for folders, tabbed pieces, telescoping and pocket brochures
- Assisted Creative Department with overflow of design and photo retouching
- Cropped, resized, reformatted, color-corrected, and manipulated images for the Art team
- Performed ad hoc requests to support internal and external client needs

Mullen, Studio Artist (2010-2013)

- Built and optimized mechanical layouts for print
- Provided digital retouching and image manipulation
- Responsible for final review and releasing files to print and/or digital vendors
- Worked with art directors in designing new print advertising material from traditional print, DM, OOH, and radio/TV, as well as a variety of social and online media
- Completed Foxwoods Resort Casino re-branding: website redesign, radio/TV ads, interactive, casino signage for gaming, hotels, dining, entertainment, and retail
- Worked on new-business pitches and presentations
- Clients included Foxwoods, U.S. Cellular, JetBlue, Zappos, and Grey Goose

Red Spot Printing, Pre-press Assistant (2008)

- Designed menus, invitations, logos, stationery packages, and brochures
- Operated plate maker as well as other pre-press and production work
- Fulfilled orders including collating, saddle stitching, and assembling kits
- Provided accurate cost estimates for customers