

Deann Magaw

graphic design



Andover, NJ



862.432.2420



deannmagaw@gmail.com



deannmagaw.com



Conceptual and strategic designer with an affinity for color, typography and layout. Able to meet deadlines and work comfortably in a fast-paced environment. Capable of developing campaigns that effectively target audiences.

A Few Favorites

creating | my dog relish | iced coffee & cinnamon | hiking | pure barre | true crime podcasts

SKILLS

- Proficiency in Adobe Creative Suite
- Strong Sense of Layout & Type
- Top-Notch Time & Project Management
- Experience with Basecamp
- Thoughtful Ideation

EDUCATION

Kutztown University of Pennsylvania

BFA in Communication Design
Concentration: Graphic & Advertising

2004-2008

WORK EXPERIENCE

CREATIVE SERVICES MANAGER

Strategy+Style Marketing Group | Montville, NJ | 2017-Present

Successfully lead creative department staff and manage design projects from concept to completion for retail real estate client base. Work closely with internal team to create vision, conceive designs and meet rigid deadline schedule according to retail sales calendar. Responsible for all creative strategy and brand development including logo identity design, brand guidelines, brand messaging, environmental graphics and advertising campaign concepts. Manage deliverables for print, digital and broadcast media per media buy schedules as well as maintain agency's marketing archive.

GRAPHIC DESIGNER

Maximum Human Performance | West Caldwell, NJ | 2015-2017

Responsible for designing marketing materials for a leading sports nutrition company with multiple brands. Projects included brand development through print and digital media elements along with packaging design. Liaised with multiple outside vendors to ensure all creative was produced to correct specifications and met project deadlines.

QUALITIES

- Leadership
- Effective Communication
- Time Management
- Ability to Work Under Pressure
- Decision Making
- Self-Motivation
- Adaptability

REFERENCES

Karen E. Fluharty

*Founding Partner +
Chief Strategist, SSMG*

Phone: 973.590.9779

Email: KFluharty@strategyplusstyle.com

Coleen R. Conklin

*Vice President, Marketing,
Urban Edge Properties*

Phone: 973.975.9193

Email: ColeenRConklin@gmail.com

Sue Helondovitch

*Vice President, Communications,
SSMG*

Phone 201.213.8566

Email: Suzmh@aol.com

Stephen Babula

Freelance Art Director

Phone: 201.213.8566

Email: Stephen.Babula@gmail.com

Lisa Passaretti

Controller, American Musical Supply

Phone: 973.818.5781

Email: Lisa.Passaretti@gmail.com

WORK EXPERIENCE CONTINUED

GRAPHIC DESIGNER

Performance Foodservice - Metro NY | Elizabeth, NJ | 2015

Responsible for creative ideation and execution of printed promotional marketing materials including logos, product guides, flyers, banners, brochures and visual systems for special events. Worked collaboratively with vendors, members of the creative team and core departments. Handled large print jobs for all company conventions and day-to-day usage.

SENIOR GRAPHIC DESIGNER

Winchester Archery | Honesdale, PA | 2014-2015

Successfully translated subject matter into concrete design concepts for sales materials, promotional pieces, packaging labels and brand identity collateral for the company's Winchester brand.

GRAPHIC DESIGNER

NJ Transit | Newark, NJ | 2011-2012

Worked in collaboration with the creative director to brainstorm and create campaigns displayed across multiple consumer touchpoints.

MOCK-UP DESIGNER

Berwick Offray | Budd Lake, NJ | 2010-2011

Elevated mock-ups of multiple gifting collections with embellishments for presentations to retailers such as Target, Walmart and Costco.



A COLLECTION OF DESIGNS

