

GINA MORELLI

GRAPHIC DESIGNER / DIGITAL ARTIST

(754) 715-2889 | gina@morellicdesigns.com | [LinkedIn](#) | morellicdesigns.com | Fort Lauderdale, FL

SUMMARY

Highly accomplished and innovative Graphic Designer and Digital Artist with **over 30 years of experience** translating complex ideas into compelling visual solutions across commercial printing, web graphics, and social media ads. Proven ability to lead projects from concept to execution, foster strong client relationships, and deliver **eye-catching creative** that drives marketing success. Expert in Adobe Creative Cloud and adept at optimizing visuals for diverse channels, consistently setting a high standard for quality and brand consistency. **Bilingual in English & Spanish.**

CORE COMPETENCIES

- **Design & Visual Strategy:** Logos & Branding, Marketing Collateral, Editorial Layouts, Packaging, Signage, Web/Social Media Graphics, Presentations (Print & Digital)
 - **Digital Artistry & Production:** Advanced Photo Enhancement & Manipulation, Image Composites, Color Correction, Print Production File Preparation, Various File Types (Vector, PDF, Raster)
 - **Project & Client Management:** End-to-End Project Management, Vendor Relationship Management, Client Consultation, Design Direction & Feedback, Deadline Management
 - **Software Proficiency:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat), Figma, Wix, Microsoft Office (PowerPoint, Word, Excel)
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PROFESSIONAL EXPERIENCE

Creative Consultant | MY1TV MEDIA, IVoT Media Services | Miami, FL 2012 – Present

- Provide strategic creative direction for in-house and client media production, encompassing video, print, and digital materials, ensuring cohesive brand messaging
- Oversee and manage client websites, social media accounts, and content creation initiatives, driving consistent brand representation across all platforms
- Design and produce high-impact graphics, layouts, and diverse creative assets that elevate marketing campaigns for both print and digital channels

Graphic Designer/Digital Artist | BUDS TECHNOLOGY, Care Management Solutions | Roswell, GA 2022 – 2023

- Designed and iterated user-friendly and visually compelling app interfaces, significantly enhancing user experience & satisfaction
- Created high-quality marketing collateral and presentations that effectively communicated BUDS Technology's value proposition, supporting business development efforts
- Developed large-format banner stands for company booths and product brochures for events, enhancing brand visibility and engagement
- Conducted user testing to identify and resolve usability issues, contributing to the development of intuitive and smooth user experiences

Lead Graphic Designer/Digital Artist | CONSOLIDATED CREDIT / KOFE / VENTURETech | Fort Lauderdale, FL 2016 – 2021

- Led the end-to-end creation and execution of cross-channel design projects (marketing, social media), tailored for **English and Spanish-speaking audiences**, for Consolidated Credit and its diverse product portfolio
- **Designed covers and complete layouts for a virtual library of 45 financial literacy topics and accompanying printed booklets**, enhancing educational content delivery in both English and Spanish
- Developed additional marketing collateral, including **flyers and brochures**, and managed **prepress preparation for all print materials**, ensuring high-quality output
- Managed the entire design production process, ensuring consistent brand messaging, high-quality output, effective vendor partnerships, and strict adherence to project deadlines

Graphic Designer/Digital Artist | JUNGLE ISLAND, Interactive Zoological Theme Park | Miami, FL 2008 – 2015

- Managed the comprehensive design process, from concept layouts to photo retouching and compositing, for a wide range of marketing materials
- Developed impactful large-format banners and signage that significantly improved visitor navigation and attraction throughout the park

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- Executed cohesive marketing campaigns across various channels, including print and web collateral, signage, and large-format banners, in close collaboration with the marketing team

Art Director | BRIGHT PRODUCT INC., Educational Toy Company | Fort Lauderdale, FL 2004 – 2008

- Spearheaded the design and production of diverse marketing and promotional materials, including packaging, brochures, catalogs, advertisements, and digital assets
- Ensured clear communication, brand consistency, and high-quality execution for all printed materials, optimizing visual impact
- Implemented a stringent quality assurance process for overseas printers (China), guaranteeing the accuracy and integrity of final product packaging and collateral

Art Director | WELCOME PUBLISHING, INC. | Tourist Magazine | South & North Miami Beach, FL 2000 – 2004

Publisher of "Welcome to Miami and The Beach," and "Bienvenidos a Miami y sus Playas," Miami and South Florida's #1 visitors' magazines since 1971, reaching a combined circulation of 23,000 copies per week in English, Spanish, and Portuguese.

- Designed and produced weekly editorial magazines along with print-ready promotional materials, including tourism brochures, advertisements, and magazine covers
- Managed the full design lifecycle from concept to print for high-volume, deadline-driven publications

Graphic Designer | THE AD TEAM | Advertisement Agency | N. Miami, FL 1999 – 2000

- Contributed to a diverse range of client projects in a fast-paced agency environment, specializing in logo design, comprehensive marketing programs, and editorial advertisements
- Performed expert photo retouching and meticulously prepared files for print production, ensuring high-quality output

Graphic Designer | MEDIA GRAPHIX | Printing Services Company | Norcross, GA 1996 – 1998

- Guided clients through the entire commercial print project lifecycle, from initial layout design and photo retouching to technical file preparation for optimal printing results
- Ensured client satisfaction by providing clear communication and expert guidance on print production processes

Art Director | MUNDO HISPÁNICO (Bi-lingual Newspaper) | Atlanta, GA 1992 – 1995

Part of the nation's largest independently owned Spanish language media company, founded in the early 1980s.

- Oversaw the creation of visual marketing materials, ensuring a clear understanding of client advertising needs and translating vision into impactful creative concepts
- **Bridged communication gaps for clients as a bilingual interpreter (English and Spanish)**, enhancing client satisfaction and project success
- Gained foundational experience in understanding diverse client needs and translating them into effective visual communication, leveraging **bilingual fluency**
- Designed advertisements, covers, and layout ads for the first annual Hispanic Yellow Pages directory (Directorio de Las Páginas Amarillas de Mundo Hispánico) specifically for the Hispanic community, **significantly impacting market reach**.

EDUCATION

The Art Institute of Atlanta | Atlanta, GA, Graduated 1992 (Honor Graduate)

Atlanta College of Art | Atlanta, GA 1995

AWARDS

Graphic Designer Extraordinaire 2019, Outstanding Creative Work | Consolidated Credit

Associate of the Month 2019, Outstanding Achievement & High-Level Performance | Consolidated Credit

Award-winning Design 2009, CTM Media Group | For Jungle Island Brochure Distribution