



MARY J. GINES

Creative Specialist

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Experienced, innovative, highly motivated designer who enjoys producing creative solutions for customers and small businesses.

EXPERIENCE

■ 2016 – Present

GRAPHIC DESIGNER - LAWRENCE LIVERMORE NATIONAL LABORATORY

- Develop and design logos, posters, brochures, fliers, and other marketing materials for internal clients
- Collaborate with clients to define and develop projects from start to finish
- Create imagery and layout spreads for S&TR Magazine
- Revisions and updates of current designs, redraw scientific charts and figures

■ 2013 – Present

CO-FOUNDER | CREATIVE DIRECTOR - FIT LIVING FOODIES

- Creation of business to inform and help clients live a sustainable healthy lifestyle through diet advice, recipes, and online coaching
- Oversee all creative and technical aspects of FitLivingFoodies.com
- Managing website updates, content, blog posts, email and social media marketing
- Food photography and filming/editing online videos
- Product design and development of e-cookbooks (TransformingRecipes.com)

■ 2000 - Present

GRAPHIC | DIGITAL DESIGNER (FREELANCE)

- Work along side owners to come up with visual solutions to meet clients needs
 - Design marketing collateral such as brochures, training manuals, digital billboards, direct mailers, Powerpoint presentations etc.
 - Develop and design brand identities including logos and business cards
 - Revisions and updates of current designs
- Clients include: Bonner Communications, Ultragraphics, Vibrant Branding, FKS MedFit, Alex Navarro Fitness*

■ 2012 – 2015

DIGITAL MEDIA DESIGNER (CONTRACT) - BODY.IO

- Oversaw and participated in design processes from initial concept to final production, ensuring brand consistency
- Filmed and post-production for informational and instructional web videos
- Designed web pages, print media, created web graphics, social media accounts

■ 2004 - 2008

WEB | GRAPHIC DESIGNER - PSPRINT.COM

- Major contributor of redesign of PsPrint.com to increase conversion rates, simplify usability, and improve customer experience through UI design, usability testing and QA
- Responsible for all website modifications including monthly promotions and landing pages
- Designed marketing collateral such as email campaigns, landing pages, print ads, flyers, sales materials, and stationery
- Managed Database Marketing Projects (email campaigns)
- Initiated concepts and work collaboratively with Sr. Designer, Sales and Marketing

SKILLS

Adobe Creative Suite

- Photoshop
- Premiere
- Illustrator
- Dreamweaver
- InDesign

Social Media

- Developing and managing accounts with special attention to customer care and online reputation
- Instagram
- Twitter
- Pinterest
- Snapchat
- Facebook
- YouTube

Knowledgeable in :

- Wordpress
- Video/Audio Editing
- Email Marketing and Platforms (Mailchimp)
- Digital Photography
- HTML/CSS
- Google Analytics
- Powerpoint

Familiar with:

- Affiliate Marketing
- Microsoft Applications
- 4-Color Printing Process
- SEO Optimization
- UI/UX Design

EDUCATION

■ 2010 - 2012

REGISTERED DIAGNOSTIC CARDIAC SONOGRAPHER (RDCS)

- Cardiac Sonography
- Kaiser Permanente School of Allied Health

■ 2011 - 2012

MASTER'S CERTIFICATION

- Internet/Interactive Marketing
- University of San Francisco

■ 1996 - 2001

B.F.A

- Digital Media | Minor Graphic Design
- San Jose State University