



MARY J. GINES

Creative Specialist

c: 510.508.7720

e: mary.gines@gmail.com

w: marygin.es

Experienced, innovative, designer with proven track record of producing creative solutions for different markets and audiences.

EXPERIENCE

■ 2016 – Present

GRAPHIC DESIGNER - LAWRENCE LIVERMORE NATIONAL LABORATORY

- Collaborate with clients to define and develop projects from start to finish
- Develop and design branding, posters, brochures, fliers, and other marketing materials
- Art direction; working along side editors, designers, visual artists, photographers, and print vendor for successful release of S&TR Magazine
- Transform Powerpoint slides into visually pleasing animated presentations
- Provide estimates and work within clients' budgets

■ 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 - 2017

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)

SKILLS

Adobe Creative Suite CC

- Photoshop
- Acrobat
- Illustrator
- Premiere
- InDesign

Knowledgeable in :

- 4-Color Printing Process
- Powerpoint
- Environmental Design

Familiar with:

- Email Marketing
- Microsoft Applications
- UI/UX Design
- Video/Audio Editing
- Wordpress
- Digital Photography

Social Media

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

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