



Andrea Coloma

Graphic Designer

Clifton, NJ 07011

973-870-1264

www.andreacoloma.com

Info@andreacoloma.com

Professional Skills

- Adobe Photoshop, Illustrator, InDesign, Lightroom, Acrobat, Spark, Color CC.
- Photography and Editing
- Certified in Excel Proficient with PowerPoint and Word
- Time and Organizational Management
- Teamwork and Collaboration
- Fluent in Spanish

Personal Skills

- Confident Attitude
- Professionalism and Strong Work Ethic
- Strong Customer Service
- Multitasker
- Strong Communication Skills

Education

WILLIAM PATERSON UNIVERSITY

MAY 2020 - WAYNE, NJ

Bachelors of Fine Arts, in Graphic Design

Cum Laude, May 2020

GPA 3.5 / 3.8, Dean's List for six semesters

SCHOOL OF VISUAL ARTS

SEPTEMBER 2014 - 2016 - NYC, NY

Completed Freshman and Sophomore coursework in Graphic Design

GPA 3.7, Dean's List for four semesters

Established Designer with creative and conceptual skills, concentrating on branding companies by designing logos and creating print, digital, and web material as a visual extension of their identities. Other concentrations are color identity, illustration, publishing, typography, print/digital design, advertisement, and marketing design. Able to provide a solid ability to collaborate while aiming to promote the company's product value and brand attributes effectively.

Passaic County Arts Center

Operated by the Passaic County's Department of Cultural & Historic Affairs

Graphic Designer, Event Coordinator, Gallery Assistant

May 2017 - September 2021, Hawthorne, NJ

• Created marketing, branding, publishing, advertising, promotional, web, illustration, digital, and print design for historical sites and parks:

- Dey Mansion Washington's Headquarters
- Vanderhoef-Westervelt House
- Hamilton House Museum
- Van Riper House
- Lambert Castle
- Passaic County Arts Center at the John. W Rea House
- Garret Mountain Reservation
- Goffle Brook Park
- Weasel Brook Park

• Branded the campaign process & release of the Passaic County Art Center, the Dey Mansion, Friends of Passaic County Park Inc., Lambert Castle, Hamilton House, and the annual Passaic County Fair, Art in the Park Festival, Teen Arts Festival, Passaic County Hall of Fame, Restaurant Week, and Dundee Island Park.

• Created and completed interpretive sign displays for Weasel Brook Park, and Goffle Brook Park by proving environmental concept designs, maps, typography, and illustrations.

• Marketing Passaic County Art Center's events and exhibitions through social media and website by designing web graphics, interactive posts, email marketing, and photographing events.

• Executed and designed digital mall, and billboard advertisements for Art in the Park Festival and the Passaic County Fair.

• Organized and coordinated significant events such as the Passaic County Fair, Art in the Park Festival, and Teen Arts Festival.

• Managed and oversaw the Passaic County Arts Center. Responsibilities entailed handling permits, purchase orders, hiring instructors, monitoring galleries and public spaces, conducting tours of the site and various exhibits to general members, coordinating events, activities, classes, workshops, instructing weekly classes, and assisting in physical installation and de-installation of exhibitions.

• Collaborated and worked side by side with the Director and the interdisciplinary team of the department.

• Performed remote graphic design work from June 2020 until July 2021. Ascertaining reliable and on-time work while working independently. Experience with Zoom, Microsoft Teams, Webex Meetings, and Slack.



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PostNet International Franchise Corporation

Graphic Designer

April 2016 - February 2017, Clifton, NJ

- Designed a wide range of print visuals for clients such as St. Peters Hospital, St. Joseph, St. Clara Maass Hospital, designs included business promotional materials, banners, flyers, letterheads, business cards, newsletters, catalogs, custom invitations, and stationery.
- Performed printing services such as business cards, newsletters, catalogs, brochures, banners, invitations, flyers, stationery, and other publicity materials.
- Met in-person meetings with clients to discuss projects.

Unity Media Group Publishing

Editorial Designer

January 2016 - November 2016, Hoboken, NJ

- Designed visual spreads, layout, and editorial work for Hoboken-based magazine "VUE," a luxury lifestyle high-end magazine featuring celebrities such as Paris Hilton, Candace Cameron, and Jane Krakowski.
- Designed visual spreads, layout, and editorial work for Hoboken-based magazine "TheDigest," an art and culture magazine featuring local businesses in Hoboken and celebrities such as Buddy Valastro, and Laura Prepon.
- Designed advertising and promotional material for Neiman Marcus, Maci, Sidney Thomas, Daman Associates, Hudson RiverCare, Lucas Dental, SuperBuyRite, Pino & Harry's Restaurant.

NYC Human Resources Administration

Graphic Design Intern

September 2015 - December 2015, New York, NY

- Assigned to the re-branding of the OSR campaign process & release.
- Presented and delivered logos and concept ideas for the OSR's new identity.
- Contributed to the Human Resources Solutionxchange website by creating logos and website elements.
- Worked side-by-side with the executive deputy commissioner and the re-branding interdisciplinary team.