

Cassandra Santa Maria

CREATIVE DIRECTOR | GRAPHIC DESIGNER

www.CassandraSantaMaria.com

CONTACT

cassandrasm@gmail.com

EDUCATION

Bryant & Stratton College

AOS | Graphic Design

Dean's List Award Recipient

-
Inducted into the National
Technical Honors Society

EXPERTISE

SOFTWARE

Adobe Creative Suite

Figma

Microsoft Office

Mac OS

Windows OS

SKILLS

Print

Photography

Digital Signage

Social Media

Customer Service

Work Experience

impulseGUIDE.com LLC | Creative Director

Marketing, Design, & Digital Signage Agency

July 2015 - Present

- Work directly with clients regarding all design requests & marketing needs
- Organize photo shoots for our clients' products & edit photos for final output
- Train new designers & instruct design team on their daily workload
- Create & manage company website & social media accounts
- Continue to execute Lead Graphic Designer responsibilities

impulseGUIDE.com LLC | Lead Graphic Designer

Marketing, Design, & Digital Signage Agency

August 2012 - July 2015

Started as a Graphic Designer & became Lead Graphic Designer about 6 months later.

- Took direction from Art Director
- Designed an array of different works which include but are not limited to:
 - Business Cards
 - Brochures
 - Postcards
 - Print & Digital Ads
 - Print Menus
 - Table Tents
 - Invitations
 - Signs
 - Digital Menus
 - Sell Sheets
 - Banners
 - Trade Show Booths
- Assisted on photo shoots
- Accompanied Art Director to client meetings

Delaware Copy & Repro Center | Graphic Designer

Print & Copy Shop / Blueprint Reproduction Center

July 2010 - August 2012

- Worked closely with customers on a daily basis
- Designed many different pieces which included: business cards, posters, flyers, invitations, banners, menus, & window display signs.
- Restored, enlarged, re-colored, and/or manipulated numerous photos, documents, & artwork

Freelance Graphic Designer

January 2010 - Present

Commissioned works include:

- Logo Creation
- Truck Wrap Designs
- Website Designs
- Business Cards
- Die-Cut Magnets
- Invitations
- Print & Digital Menus
- Digital Billboards
- Wedding & Baby Shower Signs
- Book Cover Design
- Promotional Video
- Newborn & Family Photo Shoots

About Me

Skilled in Graphic Design, Product Photography, Advertising, and Digital Signage. Proficient in Adobe Photoshop, Lightroom, Illustrator, and After Effects.

I started off at a print shop in the downtown area of Buffalo, NY where I learned the basics of printing while also working on various design projects for our eclectic customer base. After gaining some industry experience I made the move to a content creation and marketing company which then bloomed into a digital signage provider while still keeping its roots in content creation.

With over a decade of on-the-job knowledge, I'm able to help our clients navigate the marketing world and bring their ideas to life through design.