

SANDY QADAMANI

Senior Graphic Designer

Portfolio: <https://sandy-qa.myportfolio.com/>

PROFILE

Accomplished **Creative Art Leader** with extensive experience driving business growth by developing unique products, graphics, online content, and print materials for a diverse range of clients including, AloYoga, BedHead Pajamas, Bella + Canvas, and many others. Passionate professional with expertise in building new projects from the ground up. Exceptionally creative professional with an excellent communication, design, and technology skill set.

AREAS OF EXPERTISE

- Strategic Design & Development
- Art Direction
- Pre-Press
- Brand Development & Messaging
- Merchandising
- Market Analysis
- Creative Team Management
- Cross-Team Collaboration
- Project Management
- User and Workflows
- Process Improvements

TECHNICAL SKILLS

Design Tools: MAC/PC, Adobe Photoshop, InDesign, Illustrator, Acrobat Pro, MS Office, InCopy, FontExplorer X, Font Agent Pro

Prepress Tools: Preps, Creo, Prinergy Evo, Kodak InSite, Acrobat Pro, FTP

Development: Adobe XD, WordPress, Flash, Dreamweaver, Basic HTML & CSS, Adobe Portfolio, various CMS, Social Media platforms, Microsoft Office Suite

Image Manipulation: Retouching, Color Correction, Color Matching, Advanced Cloning, Effects

Illustration: Vector Graphics, Digital Ink & Color finishing, Manga/Anime, traditional mediums, handicrafts

PROFESSIONAL EXPERIENCE

Teacher Created Materials

2014-2020

Graphic Designer & Production Artist

Managed the adaptation design of education materials being translated into Spanish including books with 300+ pages. Ensured materials maintained the design, feel, and context of the English version, while seamlessly fitting increased text, resizing images, and redesigning logos, layouts, digital assets and packaging.

- Crafted physical mock-ups for sales presentations to showcase products.
- Led design, troubleshooting, and preparation of advanced InDesign files from inception to print including, documenting reprint corrections, routing proofs, and updating assets; collaborated with freelancers to ensure cohesiveness across designs.
- Took lead on large 60-kit mock-up project that required extensive coordination of staff, product development, procurement, packaging, and assembly to deliver to out of state sales professionals on time.
- Supported the packaging and transfer of 3M+ InDesign product files to company's archive server within three months.
- Credited with identifying and implementing process improvements, creating a sample application that helped interdepartmental teams prevent repeated mistakes and increase cross department threading.
- Highlighted projects include: Focused Reading Intervention Spanish Kit (K - 5); Focused Math Intervention Spanish Kit (K - 5); Science Readers Spanish Kit (K-5); Mathematics Readers 2nd Edition Spanish Kit (K-3); Focused Reading & Focused Math - Booster Packs Spanish (K-5); Texas Social Studies Readers Spanish (K - 5); Focused Math Intervention English gameboards' edits; various titles from Great Works Literature in English & Spanish (K - 9).

California Chibi

2007-Present

Senior Graphic Designer & Pre-Press Consultant

Designed and drove the development of printed marketing materials, branding for apparel, and web graphics. Utilized expertise to mentor client designers to create print ready files for a diverse range of printing types.

- Successfully delivered a large rush job requiring the creation of 12 oversized graphic banners that needed resized graphics and complex retouching and photo manipulation to meet graphic specifications; managed communications with printer to ensure the product was printed and delivered to the client's site on time.
- Served as the lead designer for fashion clients, editing images to meet specs.
- Maintained consistency across production by conducting press checks, sourcing new vendors, and managing art archives and website.

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PROFESSIONAL EXPERIENCE, CONTINUED

Avery Dennison (DM Label, Inc.)

2006-2008

Lead Graphic Designer & Production Artist

Conceptualized and designed custom materials for presentations, woven and printed labels, and hang tags. Oversaw print creation from concept to final plate output including, managing pre-flighted files and coordinating the proofing process.

- Saved company thousands of dollars during a project crisis that required the repair of the printing press that had malfunctioned in the middle of a Food Menu project; took initiative to un-jam the plate maker, re-export the new thermal direct plates, and direct the pressman to adjust the other MYK rollers to the Cyan roller to resolve the registration issue and complete the project by the deadline that night.
- Recognized by management and promoted to Lead Graphic Designer from Data Entry Assistant within first month of employment.
- Produced extremely creative booklet designs for sales representatives to present to brands including, Calvin Klein, New Balance, Juicy Couture, Perry Ellis, Gibson, JC Penny, Martin+Osa, and others.
- Provided expertise to clients regarding solutions to their design and printing problems; relied on by management to implement pre-press best practices and train new designers.

Acme Portable Machines

2005-2006

Junior Graphic Designer

Collaborated with Web Designer/Creative Director to create a wide range of projects, retouch photos, recreate vector logos and web banners. Built flash presentations, user interfaces, and maintained the corporate website.

ADDITIONAL AWARDS & ACCOMPLISHMENTS

MANGA WITHOUT BORDERS, (VOL. 1 & 2), JAPANIME LTD. (June 2006, May 2011) | Manga University international contest: One of four artists from the US chosen to have original character design published in Vol. 1 and invited back for Vol. 2.

CARTOON NETWORK'S ADULT SWIM ATHF VOL. 4 DVD CONTEST (December 2005) | Crayon medium FanArt was published on Vol. 4 DVD.

TOKYOPOP RISING STARS OF MANGA COMPETITION (October 2003, March 2003, September 2004) | Successfully completed and submitted 20-25 pages of sequential art (inked and toned) with original story by the deadline; awarded participation certificate.

CITRUS COLLEGE CLARION NEWSPAPER (2001) | Awarded Best Staff Artist Award and Second Place Line Art Illustration. Published political cartoons & page design in Vol 55 Issues 2-8.

JOURNALISM ASSOCIATION OF COMMUNITY COLLEGES COMPETITION (2001) | Awarded Honorable Mention in the Photo Illustration category for digital composition of terror images of 9/11.

TOKYOPOP'S ULTIMATE SAILOR MOON FAN ART CONTEST (2001) | Awarded Grand Prize for hand painted artwork dimensionally crafted on illustration board. Published in the final issue SailorMoon, #35.

EAST SAN GABRIEL VALLEY ROP/TC'S OUTSTANDING STUDENT PROGRAM (2000) | Awarded Letter of Recognition.

EDUCATION

A.A. in Fine Art with Certificates in Graphic Design, Animation, & Pre-Press | Citrus College & Vocational Training