

## Margaret Casagrande

3020 Edwin Avenue, #2E • Fort Lee, NJ 07024 • 646.515.9913 • margaret@casagrandedesign.com • casagrandedesign.com

### Profile

Designer for marketing, advertising and publishing producing digital and print materials. Extensive client and vendor contact. Experienced in all aspects of design from concept through delivery.

*Skill set:* Creative Suite 4, QuarkXpress, Microsoft Word and Powerpoint, HTML, CSS, Final Cut Pro.

### Experience

2010–present Prudential Financial, Iselin, NJ

Graphic Design Specialist

Design marketing materials for the Retirement division including presentations, printed materials, RFPs, and emails for internal and external clients. B2B and B2C communications.

2005–2010 Roundabout Theatre Company, NY, NY

Marketing/Publications Manager

Designed and produced direct mail, video, web content, displays and presentations for one of the nation's largest non-profit theaters. Extensive vendor and client contact. Launched first digital display environment in multiple venues. Responsibilities included budget, planning, and quality control. Implemented green solutions for printed materials.

1999–2005 Lincoln Center for the Performing Arts, Inc., NY, NY

Senior Graphic Designer

Designed marketing materials such as direct mail, banners, ads and flash presentations for the world's largest performing arts center. Involved Additional projects: website redevelopment and analysis of architectural signage. Awards: Graphic Design USA.

1996–1998 WNET/13, NY, NY

Graphic Designer

*Heritage Interactive: Civilization and the Jews DVD*—3,000 years of Jewish history represented through video, historical documents, interactive maps and multimedia presentations. First year—map creation for atlas section, planning, and debugging scripting language with programmers. Second year—designed many of the 95 multimedia presentations.

1996 New York Life Insurance Company, NY, NY

Graphic Designer

*Marketing Tools Vision CD:* Handled all interaction with programmers and designed screens. Various print assignments for marketing department.

### Education

Parsons School of Design, BFA

### Other

Volunteer work—New Jersey Audubon, NY/NJ Baykeeper