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TOM ZIELINSKI

Graphic Designer

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Professional Summary

Experienced Graphic Design professional who is visually thoughtful, creative and versatile with a passion for design. Technically minded with a strong focus on detail. Adaptable to fast-paced environments, always eager to learn new skills and techniques. Strong verbal and written communicator, who works well independently and in a team.

PROFESSIONAL EXPERIENCE

Best Version Media - Client | Present Freelance Graphic Designer

Graphic Designer for the following publications:

Chatham Living, Madison Living, Weldon Spring Neighbors, Natick Neighbors, Newton Neighbors, Neighbors of Greater Brighton and Flushing Sports.

- Responsible for design and layout of monthly magazines directed towards communities that support local events and local businesses.
- Responsible for designing ads for customers used in these publications.

MagnetStreet | 1998-2016

Senior Production - Graphic Designer

- Developed graphics department as Graphics Manager while growing staff from three to twelve designers to keep up with department demand.
- Refined graphic production procedures, improving work flow and established conversion to customer online products, increasing revenue by 30%.
- Responsible for creating the naming convention for existing and new templates as an identifier for customer usage in ordering products.
- Managed design materials for a returning client creating templates and promotional materials while keeping within brand standards.
- Senior designer for wedding, real estate and school products in a variety of physical formats.
- Senior designer for all professional sports schedules used for promotional materials in the real estate market.
- Delivered color adjusted and cloned photos for customer products in Adobe Photoshop.
- Re-created and conceptualized logos for customers using Adobe Illustrator.
- In-house sales designer for custom marketing projects.
- Designed catalogs in Adobe InDesign for products in the real estate and educational markets.



PROFESSIONAL EXPERIENCE *Continued*

R.R. Donnelley | 1997-1998

Graphic Designer

- Re-worked existing ads as a Yellow Pages Advertising Designer in Adobe Illustrator.
- Designed new ads requested by customer.

Encyclopedia Britannica Educational Corporation | 1995-1997

Graphic Designer

- Designer and Production Designer using Quark Xpress for a series of math text books called Mathematics in Context for use in middle grade school curriculum.
- Created hand-drawn illustrations for specific parts of the series.

Publications International Ltd. | Children's Book Division | 1992-1995

Art Director

- Worked closely with the Creative Director to build Children's Book Division.
- Based on our work, PIL attracted the attention of large studios which led to increased licensing agreements.
- Designed a large variety of books featuring licensed characters from Disney, Hanna-Barbera, Warner Brothers, and more.
- Developed a series of pop up books which involved 3D problem-solving skills and test mock ups to develop final layout procedures for production.
- Developed and designed a series of books using die-cut procedures.

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Adobe Bridge
- Microsoft Office
- PC and Mac Platforms
- HTML/CSS Principals
- Illustration Skills

EDUCATION

- Certificate of Completion, Commercial Arts Program, graduating with honors. College of DuPage, Glen Ellyn, IL

VOLUNTEERING

- Graphic Designer, Community Resource Exchange, New York, NY
- Graphic Designer, Center for Disabilities Services, Joliet, IL