



**Debra Desmarais**  
Visual Designer

mobile: 203-885-8940

email: [debra@desmaraisdesign.com](mailto:debra@desmaraisdesign.com)  
website: [www.desmaraisdesign.com](http://www.desmaraisdesign.com)

## Qualifications Summary

- Strong visual graphic design, layout and production skills for print, digital, web and multi-media collateral
- Extensive knowledge of principles of design, color, typography and related computer technologies
- Organize and evaluate project scope, arrange appropriate resources and confirm production schedules
- Attention to detail while managing multiple projects on tight deadlines
- Working with web tools: WordPress, Dreamweaver, and Coda web management

## Professional Experience

- Meet with SME, instructional designer and client to discuss, assess and evaluate the project scope
- Conceptualize, design and produce marketing materials and various collateral for print, digital, web and multi-media
- Create design comprehensives selecting typeface(s), photography and color palette
- Production of digital files for print, web and presentation with a focus on brand standards and compliance
- Collaboration with SME/instructional designer/project manager to execute project refinement and revisions
- Digital asset management using appropriate naming conventions and archive digital files
- Communicate with vendors to follow-up regarding project status and delivery dates
- Extensive knowledge of appropriate CMYK, RGB and file formats for print and/or digital products
- Design, layout and produce multi-media presentations in PowerPoint and Prezi
- Visual interpretation and design of client content for charts, graphs and infographics

## Technical Knowledge

Adobe InDesign CC	Dreamweaver CC	Articulate 360	PowerPoint
Adobe Photoshop CC	Adobe Bridge CC	Microsoft Word	Prezi - Presentations
Adobe Illustrator CC	Adobe Acrobat X Pro	WordPress	HTML5

## Types of Projects Designed and Produced

Marketing Communications	Digital Media Assets	Email Marketing	Multi-media Presentations
Corporate Newsletters	Infographics	White Papers	Interactive PDF
Brochures	Branding	Web Banners	Online Course Development

## Employment History

**Sept. 2001 - Present**

**Senior Designer, Desmarais Design, Fairfield County, CT / Metro Washington, DC**

As senior graphic designer, I offer all phases of graphic design services from initial concept through design and production of digital files ready for press/web/multimedia. I support my clients' marketing and communication needs with professional quality promotional collateral. My responsibilities include meeting with clients to define project parameters, present concept comprehensives, design layouts, produce digital files and follow-up with vendors and web managers to confirm deadlines and delivery.

**Projects:** Infographics, digital assets, web pages/banners, e-marketing, white papers, brochures, fact sheets, newsletters, marketing communications collateral, and presentations.

**Clients:** GE Corporate, Pepperidge Farm Inc., AARP, Johnson & Johnson, Sikorsky, Danbury Hospital, Allergy Control Products, New Canaan Nature Center, Danbury Museum & Historical Society, Dakota Group, Life with Cancer Center

## Employment History, continued

**Nov. 2015 - May 2016    Senior Graphic Designer, GE Corporate, Fairfield, CT**

Layout, design and production of GE Corporate business communications. Compliance to GE Corporate branding for events, email announcements, digital screen graphics, web banners, PowerPoint presentations, informational graphics, and various corporate collateral.

**Aug. 2011 - Jun. 2014    Senior Graphic Designer, Booz Allen Hamilton (BAH), Metro Washington, DC**

Working directly with BAH clients to produce brand compliant marketing materials including 120-page research documents for government agencies, promotional fact sheets, brochures and books promoting a wide range of government support services. Responsibilities include creating multi-page documents with Adobe Creative Suite incorporating photography, illustrations, master pages, layers, table of contents, character and paragraph styles. Metadata information added to the development of collateral produced for web posting. Prepare files for press and follow-up with printers to confirm deadlines and delivery. Design and produce PowerPoint presentations for the promotion of products and services to federal government agencies and internal BAH business communications. Interpretation and design of client content for presentation charts, graphs and infographics to create exceptional user experience.

**Jan. 2012 - Aug. 2013    Adjunct Instructor, Northern Virginia Community College, Metro Washington, DC**

Teaching Typography II, an in-depth exploration of the principles of typography and its application to graphic design and marketing communications. My class is a project-based approach to creative problem solving and critical thinking as it is applied to professional graphic design. Class software demonstrations on Mac platform include the Adobe Creative Suite CC. Develop and produce multi-media instructional materials using PowerPoint and Prezi.

**Jun. 1995 - Aug. 2001    Graphic Artist, Contracted by Advertising Agencies, Fairfield County, CT**

Produced digital mechanicals for Ad Agency clients. Collaborated with project managers and senior designers to meet project goals. Researched and collected stock photography appropriate to projects. Create graphics, retouch digital images, recommend/collect fonts for digital output. Project management for industrial sector clients. Direct liaison to client for comments and revisions.

**Projects:**    Packaging for Motorola products, Altec Lansing speaker systems packaging, catalogs and product specification sheets for the industrial sector, corporate company benefits documentation

**Clients:**    Macey Noyes Associates, The Dakota Group, Tweedy & Company

## Education

University of Hartford, Bachelor of Fine Arts,

Hartford Art School

Graduated with honors: Cum Laude