HILLARY BANAS | GRAPHIC DESIGNER

who i am (professionally)

Highly skilled, creative Graphic Design professional with 12+ years of innovative design experience in fast paced dynamic organizations. Planned, developed and executed highly effective advertising campaigns, brochures, award winning publications and designs.

where i've been

Graphic Production Manager at Roswell Park Cancer Institute

May 2007 - Present (8 years 5 months)

- Planned and integrated supportive marketing materials for launch of Yroswell campaign.
- Developed and implemented publication production schedules to coordinate copywriting, photography, design and printing to minimize turn-around time.
- Created brand recognition through continuity and consistency on all projects.
- Overhauled Institute publication to award-winning status.
- Instructed interns in project development and implementation.

Freelance Designer

May 2007 - Present (8 years 5 months)

- Rebranded local non-profit organization for updated consistent look across all events.
- Design graphics, manage and update website and social media for local yoga studio.
- Produced marketing materials including brochures, direct-mail pieces and trade show displays for start-up company's new product launch

Graphic Designer at Roswell Park Cancer Institute

October 2004 - May 2007 (2 years 8 months)

- Revitalized existing design standards for all new projects.
- Established guidelines and work flow models for streamlined department organization.

Junior Art Director at Gelia, Wells & Mohr

June 2002 - October 2004 (2 years 5 months)

- Generated numerous meticulous files for advertisements, brochures, CD labels and covers, direct-mail pieces, and corporate continuity sheets.
- Assembled and designed corporate press kits.
- Assisted in creative concepting for ads, program covers, ad campaigns, company premiums, product brochures and direct-mail pieces.

where i learned

Rochester Institute of Technology 1998 - 2002

Bachelor of Fine Arts; Associate of Applied Science, Graphic Design; Illustration

things i won

2010: Gold Award (Best Overall Pages) Physician's Practice

2008: MarComm Award Gold (Roswellness, Prostate Cancer Issue)

2008: Aster Award (Excellence in Medical Marketing) Bronze Generation Y Campaign

2007: Heremes Creative Award Gold Robotics Training Program Brochure

stuff i know

Photoshop	●●●●●●●
Illustrator	●●●●●●●
InDesign	●●●●●○○
Acrobat Pro	●●●●●○○
QuarkXPress	●●●●●●●
HTML	●●●○○○○
Wordpress	●●●●○○○
Word	●●●●●●●
PowerPoint	●●●●●●●
Keynote	●●●●●●●
Pages	●●●●●●●

areas i'm great in

- Branding
- Identity
- Publications
- Brochures
- Communication
- Social Media
- Team Work
- Typography
- Web
- Advertising
- Photo Retouching

get in touch

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THANK YOU