



Work Experience

Island Federal Credit Union :: Hauppauge, NY :: 3/2018 - Present

Graphic Design Specialist

- Sole designer responsible for creating campaigns while ensuring brand guidelines are followed on all internal & external marketing materials such as ads, direct mail postcards, flyers, brochures, posters, logos, newsletters, forms, ATM screens and digital signage.
- Work with digital marketing specialist on social media and website efforts.
- Implemented all creative department systems for initial use and growth.
- Organize and manage creative department computer programs and subscriptions including budgets.
- Manage freelance designer workflow.

Widex USA :: Hauppauge, NY :: 3/2015 - 3/2018

Graphic Designer

- Sole designer for the U.S. division hearing aid manufacturer.
- Collaborated with headquarters in Denmark to ensure branding guidelines were followed for company collateral.
- Worked with all internal departments for B2B deliverables that included print, email and web-based graphics.
- Provided B2C marketing and advertising collateral for external audiology practices.
- Worked with digital marketing team on social media efforts.
- Implemented all creative department systems for initial use and growth.
- Organized and managed creative department computer programs along with subscriptions including budgets.
- Managed freelance designer workflow.
- Developed and managed project management system including ticket requests for the entire marketing department.
- **Accolades included Employee of the Quarter: Quarter 4 2016-2017**

NBTY—Vitamin World :: Holbrook, NY :: 8/2012 - 3/2015

Graphic Designer

- Designed for advertising, marketing, visual merchandising and web departments.
- Duties included art direction, designing, production and copywriting for print, web and site.
- Responsible for all advertising & marketing materials such as direct mail, ads, flyers, brochures and posters.
- Created in-store signage and displays for over 400 stores.
- **Client list for NBTY includes Vitamin World Stores, Met-Rx, Balance Bar, Pure Protein and VitaminWorld.com.**

Harris Originals :: Hauppauge, NY :: 3/2009 - 8/2012

Graphic Designer

- Sole designer for national retail chain specializing in jewelry sales by credit allotment to military personnel.
- Responsible for graphics on e-commerce website; annual 50 page print catalog; campaigns for in-store signage; direct mail postcards, flyers & brochures; and all other print & web advertising.

Major League Baseball :: New York, NY :: 6/2008 - 3/2009

Freelance Graphic Designer

- Assisted the Design department of MLB with the creation of logos, packaging, signage, posters and sales collateral for the marketing/sponsorship department.
- Assisted the Design department of MLB with the creation of field graphics, signage, print ads, posters, media guides, binder covers and tent cards for the 2009 World Baseball Classic.
- Created the hall of fame stars used on-field at the pre-game ceremony of the 2008 All-Star Game.
- Created graphics for the ball basket used during the Homerun Derby of the 2008 All-Star Game.
- Assisted the design department of MLB with the creation and production of graphics for the 2008 All-Star Game at Yankee Stadium including: field graphics, signage, print ads, posters, line-up cards, big checks, car toppers, invitations, binder covers, tent cards, t-shirts and field setup.
- **Client list for Major League Baseball included MLB, Rawlings, Hershey's, Scotts and Statefarm.**

JOHN TSOPANARIAS, JR.



National Communications Group :: New York, NY :: 8/2008 - 12/2008



Freelance Graphic Designer

- Created programs, posters, stadium graphics and print collateral for the NY Jets football team.
- Created print collateral for clients of National Communications Group.
- **Client list for NCG includes New York Jets, Baltimore Ravens, Cleveland Browns and Roommate Hotels.**

HarperCollins :: New York, NY :: 8/2007 - 12/2014 HarperCollins Publishers

Freelance Graphic Designer

- Created print & web ads, postcards, bookmarks, posters, risers, shelf-talkers, catalogs and other print collateral for the ad/promo department of HarperCollins Publishers.
- **Client list for HarperCollins Publishers includes HarperOne, Avon, Morrow, Perennial, Rayo and Amistad.**

Lifetime Brands :: Garden City, NY :: 1/2007 - 3/2008

Freelance Graphic Designer

- Created signage, banners and graphics for in-house showroom of products manufactured & licensed by Lifetime Brands as well as for the Lifetime Brands booths at the '07 and '08 Housewares Show in Chicago.
- Created packaging, brochures and ads for products manufactured & licensed by Lifetime Brands.
- **Client list for Lifetime Brands included KitchenAid, Farberware, Cuisinart, Sabatier, Pfaltzgraff and Jello.**

EGC Group :: Melville, NY :: 4/2007 - 8/2007



Freelance Graphic Designer

- Created ads, posters, brochures, direct mail pieces, invitations, menus and logos for clients of EGC Group ad agency.
- **Client list for EGC Group included Sterling Optical, Brother Inc. and Bethpage Federal Credit Union.**

Newsday :: Melville, NY :: 2/2004 - 12/2006

Senior Artist for Advertising & Promotions

- Responsible for daily newspaper ads, special sections, sell sheets, rate cards, polybags and posters.
- Created Subscriber Advantage ads for weekly giveaways that helped retain current customers and created 4 TV spots weekly for News12 & WB11 on promotion of daily Newsday content.
- Went on sales calls to better understand clients needs and wants as well as educate on the most beneficial way to reach their target market through advertising strategies in print media.
- Collected and took photographs for advertisements.
- Accolades included Best On Long Island gold and bronze awards for print, tv and internet ads: 2005, 2006 & 2007.
- **Client list included Newsday, Distinction Magazine, Long Island Weddings Magazine, Parents & Children Magazine, amNY, Island Publications, Star Community Publishing, Paramount Pictures, Universal Pictures and Columbia Records.**

Orlando Sentinel :: Orlando, FL :: 1/2001 - 2/2004

Graphic Designer for Retail, Restaurant and Entertainment team in Advertising

- Provided creative ads, campaigns, proposals, presentations, and flyers for the retail, restaurant and entertainment cross-functional team of seven.
- Accolades included Employee of the Month: Period 7, 2003; Ad of the Month: Period 2, 2003; Team of the Month: Period 10, 2002; Employee of the Month: Period 9, 2001.
- **Client list included Orlando Sentinel, Disney, Universal Studios, Busch Gardens, SeaWorld, Arnold Palmer's Bay Hill Golf Club and Arnold Palmer Hospital for Children.**

Education

Bachelor of Science in Marketing and Finance with a minor in Economics; University of Florida, Gainesville, December 2000.

Orlando Sentinel Courses: Fireworks and Dreamweaver 4.

School of Visual Arts, Continuing Education Class, August 2006: Dreamweaver 8.

Suffolk Community College, Continuing Education Class, November 2007: Flash CS3

Skills

Proficiency in the following programs: Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Acrobat

Understanding in the following programs: Adobe Dreamweaver, Adobe Animate (formerly Flash), Adobe Premiere Pro, inLighten Media Digital Signage, Avid Newscutter FX and MS Office Suite.

Working knowledge in the following areas: process & spot color application, scanning & retouching photos, basic photography, archiving processes, web design, social media graphics and creation of tv commercials.

Volunteer Experience

Special Olympics :: Long Island, New York – 2014–Present
Coach for Track & Field

