

VANESSA GRAY

portfolio :: www.vanessagrays.com

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EDUCATION

Graphic & Web Design Certificate, 2008
Boston University, CDIA
Waltham, Massachusetts

B.S. Marketing, 1996
Bentley College
Waltham, Massachusetts

Adobe Creative Suite	Microsoft Office
Photoshop	PageMaker
Illustrator	FileMaker Pro
InDesign	JavaScript/PHP
Dreamweaver	HTML/CSS
Flash	MAC & PC
QuarkXpress	

EXPERIENCE

Graphic & Interactive Designer – July 2007 to present

- Independent design professional working on all aspects of print and web design including: branding, brochures, business cards, stationery, websites (designing, building and maintaining), as well as creative and technical development of email campaigns
- Primary focus on helping small businesses establish and maintain a brand identity and web presence
- Clients include a variety of industries such as fashion, interior design, real estate, and food service

E-DIALOG

Web Designer, Contract – December 2012 to June 2013

- Conceptualized, created, and implemented engaging and brand-consistent email communications and promos for a wide variety of clients including: Avis, Petco, buybuy Baby and Giant Eagle
- Designed large sized posters and brochures for internal production team

THE POTPOURRI GROUP

Web Designer – August 2009 to May 2010

- Responsible for the creative development of email campaigns for six retail catalogs on a weekly basis
- Designed content for a variety of retail sectors including women's fashion, housewares, and pet products
- Maintained high level of brand consistency between print catalogs, websites and email marketing
- Made text, image and HTML content updates to multiple retail catalog websites on a regular basis
- Created web banners promoting sales, new products and featured items

MULLEN

Analyst, Integrated Analytics – November 2000 to July 2007

- Analyzed performance of general advertising and direct marketing activities in order provide clients and media teams with insight and recommendations for future media optimization and campaign planning
- Designed and created in-depth reports and presentations to visually interpret results and key findings, using advanced charts and tables
- Gathered and manipulated client customer data into workable formats using Access and advanced Excel
- Consistently identified and executed improvements in gathering, tracking, analyzing and reporting data
- Managed and implemented ad hoc analyses for clients and account teams

ASSOCIATIONS & AWARDS

Member, AIGA

CDIA Design Exhibition 2007, Best in Show