

Andrea Spinasanto

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ART DIRECTOR | GRAPHIC DESIGNER | ILLUSTRATOR

EDUCATION

B.S. Graphic Design
Illinois State University
Class of 2018

SKILLS

Visual Design
Branding
Prototyping + UI
Design Thinking
Packaging Design
Art Direction
Illustration
Photography
Creative Management

TOOLBOX

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Rush
Canva
Sketch
Figma
Invision
Microsoft Word
WordPress
MailChimp
PowerPoint
Sprout Social
Google Analytics

PORTFOLIO

aspindesigns.com

WORK

DESIGNER

StoneX Group Inc. | 10/2022 - Present

- Delivering brand design expertise to create engaging design for rebrand
- Designing digital advertising displays, social media graphics and UI design
- Working with stakeholders and Creative Director on promotions and creative concepts

ART DIRECTOR

LKH&S Advertising | 06/2020 - 10/2022

- Leading team on social media content creation optimized for Tik Tok, Instagram and Facebook: organic, boosted and paid ads
- Designing layouts for product packaging, from concept to printing
- Photographer for internal use and clients product shoots and social
- Creating layouts for brochures, banners, digital and print advertisements
- Leading freelancers hired by agency team to complete tasked projects

GRAPHIC DESIGNER

RPG Card Services | 04/2019 - 06/2020

- Leading and Ensuring Brand Consistency: Developing and updating brand guidelines for internal and external use
- Creating social media strategy and final designs
- Providing layouts and custom illustrations for program manuals, vendor programs, sales pieces and quarterly resource guide
- Designing daily email layout and scheduling in Mail Chimp
- Lead design for event graphics: Networking Event, Independent C-Store Expo and Annual Golf Outing

GRAPHIC DESIGNER

Hinsdale Humane Society | 05/2017 - 11/2020 (Freelance)

- Logo development for events and programs: Oktoberfest, Military Program, Pet CPR, Grand Reopening and Rebrand of HHS
- Designing and executing advertisement layouts
- Flyer, banner, postcard and yard sign development for HHS events
- Created content optimized for social media to promote pet adoption
- Filmed and directed promotional videos

JUNIOR GRAPHIC DESIGNER

ShoppingGives | 09/2018 - 01/2019 (Contract)

- Optimized media and website designs with accessibility considerations
- Designed and executed email marketing layouts through InVision
- Illustrated brand consistent graphics for the company website
- Spearheaded social media strategy, content creation and execution
- Worked on User Experience centered projects