



**carey tedesco**

WEB + PRINT DESIGN

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## professional experience

### GRAPHIC DESIGNER

ct designlab | Shelton CT                    12/2000 - ongoing

- ▶ **Website Design:** custom websites using website builders, WordPress editing capability, SEO, hosting set-up and page designs for social media platforms.
- ▶ **Web Graphics:** banner ads, icons, info-graphics, social media graphics
- ▶ **Identity + Branding:** logos and style guides
- ▶ **Print Design:** brochures, presentations, advertisements, retail signage, guidebooks, books, invitations and cards, vehicle graphics, banners, signage, promotional items.
- ▶ **Packaging:** subscription boxes, retail product packaging, tags, & labels, pins, gift cards & holders, activity books, board game design & packaging
- ▶ **Presentations:** custom presentations using InDesign, PowerPoint, Google Slides
- ▶ **Advertisements:** concept and design in web and print
- ▶ **UI Design:** on a fast track to learning everything UI

### CREATIVE DIRECTOR & CO-FOUNDER

Handhold Adaptive | Shelton CT                    8/2009 - 9/2017

- ▶ Co-founded special needs app, iPrompts
- ▶ Creative Director role: identity, branding, web design, app graphics & layout, all printed marketing materials, presentations, trade show graphics, promotional items
- ▶ Oversaw projects and managed workflow

### ART MANAGER / GRAPHIC DESIGNER

priceline | Norwalk CT                    03/1999 - 12/2000

- ▶ Managed creative staff, oversaw projects and managed workflow for the Creative Department
- ▶ Designed, provided creative direction and concepts for new product promotions, graphics, and executive investment and sales force presentations
- ▶ Supported Creative Director with advertisements, marketing collateral, presentations concept and design

