

Robert L. Petronella

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APPLICATIONS

Adobe Photoshop CS6 Adobe Encore CS6 (DVD Authoring)
Adobe Illustrator CS6 Adobe InDesign CS6
Quark Xpress 9 Adobe Dreamweaver CS6 (Web Design)
3D Studio Max Adobe Premiere Pro CS6 (Video Editing)
Joomla Content Management System
Microsoft Office (Access, Excel, Word, PowerPoint)
e-commerce Online Store Web Development (Zen Cart)

WORK HISTORY

2012 – Present *The Coaster Newspaper, Asbury Park, N.J.*

- Design all ads & layout of newspaper on a Mac platform using Quark Xpress, InDesign & Photoshop.
- Ensure that daily deadlines are met with salespeople and clients.
- Perform PDF formatting and transmitting of files over network server using Fetch.

2003 – Present *Web Designer/Freelance Graphics Designer, Lavallette, N.J.*

- Conceptualize, design, develop and implement the look and feel of web pages that are visually pleasing, load quickly and meet established design standards to customers that meet their specific business/personal needs.
- Develop graphic images and effects to achieve design goals.
- Analyze MS SQL Server databases to determine needed data.
- Perform routine updates, upgrades and overall maintenance of websites including ecommerce sites.

2010– 2012 *Art Director/Graphics Designer, Kenobi Solutions, Freehold, N.J.*

- Create and revise brochures, logos, trade show signs and other graphics jobs as needed.
- Create, revise and redesign websites including online ecommerce sites.
- Maintain product/category updates of all ecommerce online sites.

1998 – 2003 *Mac Artist, Applied Graphics Technology, Carlstadt, N.J./N.Y., N.Y.*

- Creation of ads in a high volume, setting The N.Y. Daily News, The Star Ledger, Jersey Journal and other area publications.
- Scanning & retouching of customer provided artwork and or copy, layout and design of ads using Quark XPress and Photoshop.
- Performed postscripting, PDF formatting and transmitting of files over network servers and Flyco ad sending system to corresponding publications for insertion.
- Evaluated, reformatted, and corrected for newspaper composition large amounts of files supplied by advertising agencies.

1996 – 1998 *Graphics Designer, Envision, N.Y., N.Y.*

- Imaging and processing in PC and Mac formats utilizing Photoshop, Quark XPress, Adobe Illustrator, Powerpoint and Persuasion.
- Maintained 3rd shift schedule for production department which guaranteed that jobs were created, revised and proofed to clients specifications.

1994 – 1996

Production Analyst/Graphics Specialist, Ovid Technologies, N.Y., N.Y.

- Responsible for creation of electronic graphics from medical journal stock photographs, print periodicals, and magazines for Manhattan based CD ROM manufacturer.
- Managed and scheduled staff of Computer Artists, wrote image specifications, and developed project management skills.
- Organized tape library system for production operations.
- Maintained daily arrival schedules and interacted with production staff to efficiently meet tight deadlines and development expectations.
- Basic knowledge of Novell operating system and Unix commands for data operations.

EDUCATION

2000 – 2001

Chubb Institute, Jersey City, N.J.

Certificate in Web Develop and Business Programming - Development Life cycle of designing, writing, testing and debugging programs. Creation of relational database objects (Oracle); Relational Database processing using Structured Query Language (SQL). Web Development Technologies and Web Page Design using HTML, DHTML, JavaScript, CSS (Cascading Style Sheets); Page formatting, creating forms, tables and frames. Created functional, interactive e-commerce Web sites with JavaScript and XML. "Three-Tier Object Model" Web design and programming architecture. Java Language; functions, structures and classes, class features and design issues, debugging and optimization.

1991 - 1992

Center for the Media Arts, New York, N.Y.

Diploma in Computer Graphics - Hands-on experience in all areas of Graphic Art - mechanical/presentation skills, comping skills, design, electronic layout and presentation graphics.

1986 – 1988

Pratt Institute, New York, N.Y.

Continuing Education Certificate in Electronic Animation - Basic Computer Language, 2D/3D imaging, illustration and graphic design, 3D rendering and animation.

ADDITIONAL SKILLS

- Production Management
- Business Graphics
- 3D Modeling and Animation
- Photo Restoration
- Desktop Publishing
- Video Editing and DVD Authoring
- Web Design

Military

1981 – 1983

United States Army, New Ulm, Germany

- Infantry
Fort Benning, Georgia - Basic Training and Advanced Infantry Training
Neu Ulm, Germany - Peshing 1 Missile Security

ONLINE PORTFOLIO

Print:

www.redoxstudio.us/portfolio/portfolio.html

Websites:

www.redoxstudio.us/websites.html