

MARCIA MATRISCIANO

Art Director | Graphic Designer

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Motivated creative designer with 15+ years of experience managing campaign development from concept to launch. Expert in transforming print into UX design, mentoring teams, and driving client satisfaction. Proven success in leadership and support roles with a hands-on approach.

CORE SKILLS

Creative & Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Express), Figma, Typography, Color Theory, Layout Design, Visual Identity, Illustration, Photo Retouching, Digital & Print Design, Social Media Graphics, Branding, UX/UI Principles, PowerPoint

Leadership & Management: Team Leadership & Mentorship, Cross-Functional Collaboration, Project & Vendor Management, Strategic Planning, Client Presentations, Workflow Optimization

Technical & Productivity: Web design, HTML, CSS, MS Office/Office 365, G-Suite, Workfront, Monday.com, Generative AI Tools

Professional Skills: Creative Problem-Solving, Attention to Detail, Time Management, Adaptability, Communication, Instructional Design, Multi-Project Coordination, Analytic Skills, Organizational Skills

EDUCATION

The College of New Jersey Ewing, NJ
Bachelor of Arts | *Advertising & Design*
Minor/Concentration | *Print Production*

CERTIFICATES

UI/UX Design Certificate
Mercer County Comm. College Apr 2023

Creating Web Pages: HTML, CSS
Mercer County Comm. College Sep 2018

Project Management Fundamentals
Mercer County Comm. College Mar 2018

PROFESSIONAL EXPERIENCE

Freelance: Graphic Designer / Project Manager Jun 2024 – Present

- Designed branded collateral aligned with campaign objectives and brand strategy for animal health and pharmaceutical brands, including websites, social media, and presentations.
- Redesigned client website to enhance brand clarity and clearly position their mission, service offerings, and new service branches, earning positive client feedback for clarity and ease of navigation.

Art Director / Senior Designer / Graphic Designer Jan 2012 – May 2024
WebMD Ignite (formerly Krames)– Yardley, PA

- Directed 20+ client projects annually, creating visually compelling digital, UX/UI, and print assets that balance typography, color, layout, photography and inclusive design principles.
- Partnered with cross-functional teams (Copy, Project Management, Production, Account Management) and presented creative strategies to clients, driving brand-aligned storytelling and innovative design concepts; maintained 100% client satisfaction across 25 accounts.
- Mentored and developed teams of 3-5 designers, fostering creative excellence and ensuring brand compliance; achieved 100% team retention over 12 years.
- Designed graphics and creative assets for social media, websites, presentations and print materials, maintaining cohesive brand identity and maximizing engagement.
- Oversaw art direction for photoshoots, managed a digital asset library with over 100,000 assets, and ensured all deliverables met campaign objectives, brand compliance, and client vision.
- Negotiated vendor contracts and implemented in-house workflow solutions, reducing costs by 50% while maintaining high-quality creative output.

Freelance Designer May 2007- Jan 2012
Robert Half/The Creative Group, Princeton, NJ

- Offered innovative marketing strategies that were tailored to meet the needs of clients in the healthcare, pharmaceutical, higher education, and engineering sectors.
- Utilized brand guidelines to develop promotional collateral such as annual reports, posters, brochures, magazines, trade show signage and event materials, and PowerPoint presentations to achieve success through print media marketing plans.

Director of Quality Assurance / Project Manager May 1994- Aug 2005
BLOOMBERG L.P., Princeton, NJ

- Maintained quality control and file management for multiple print publication projects concurrently, adhering to industry standards and deadlines.
- Established and maintained style and branding for publications.
- Conducted prepress preflight and oversaw press checks for all materials.