

MARCIA MATRISCIANO

Creative Director | Art Director | Graphic Designer

1134 Estates Blvd. Hamilton, NJ 08690
mmatrisciano27@gmail.com
marciam-design.com
609.529.3728

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

Ability to lead, Ability to meet deadlines, Accuracy, Acrobat, Adaptability, Administrative tasks, Adobe Creative Suite, Adobe Express, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Analytical skills, Attention to detail, Client presentations, Color theory, Communication skills, Computer skills, Creative process, Creative thinking, Creative work, Detail-oriented, Figma, G-Suite, Generative AI, Graphic design, Handle multiple projects, Illustration, Image manipulation, In-person and virtual facilitation, Instructional design, Layout design, Leadership, Mentoring, Monday, MS Office Suite, Office 365 Teams, Organizational skills, Photo retouching, Photoshop, PowerPoint, Prepress, Print production, Problem-solving skills, Project management Staff meetings, Strategic thinking, Systems, Time management, Timely delivery, Typography, Visual communications, Web design, Work independently, Workfront

EDUCATION

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

CERTIFICATES

UI/UX Design Certificate
Apr 2023

Creating Web Pages: HTML, CSS
Sep 2018

Project Management Fundamentals
Mar 2018

PROFESSIONAL EXPERIENCE

Art Director | Senior Designer | Designer Jan 2012 – May 2024
WebMD Ignite – Yardley, PA

Managed multiple projects, deadline-driven milestones, and budget requirements in collaboration with editors, account managers, and production staff, focusing on producing patient education and medical information content for major healthcare providers and payers.

- Experienced in managing creative teams, leading to improved output quality and increased client satisfaction, while consistently delivering an average of 20+ client projects.
- Negotiated image subscription contract resulting in \$8,000 annual savings.
- Collaborated with all cross-functional team members including Copy, Project Management, Production, and Account Management to produce creative work using brand guidelines to solve client's business challenges.
- Presented creative work and communicated and articulated concept rationales for design comps and initial graphic concepts.
- Managed photography repository with over 50,000 assets and oversaw art direction/styling of photoshoots.
- Mentored 4–6 junior and freelance designers fostering creative excellence resulting in improved evaluations and 100% team member retention over 13 years.
- Participated in client meetings and presentations with external clients to establish a creative vision for their marketing strategy emphasizing impactful channels, compelling storytelling, and innovative design elements. Maintained 100% satisfaction rating from all 25 clients.
- Designed and developed engaging, thoughtful, and inclusive print and digital design products balancing photography, typography, color, and layout—ensuring the brand accurately represents the community it serves.
- Developed graphics for various social media platforms.
- Drove continuous improvement by replacing vendor costs with in-house solutions—cutting costs and redundancies in half.
- Exhibited potential for growth and improvement by consistently meeting project deadlines and exceeding client expectations

Creative Director/Freelance Designer Jan 2005 – Dec 2013
Palm Production LLC – Hamilton, NJ

- Delivered effective designs following industry trends for various marketing campaigns, collateral, and advertising to advance client branding across diverse industries.
- Offered innovative marketing strategies that were tailored to meet the needs of clients in the healthcare, pharmaceutical, business, and engineering sectors.

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AWARDS

Hermes Creative Awards:

Platinum:

2024 – White River Health, *Health Matters*

2024, 2023 – Blue Cross Blue Shield Michigan, *Medicare Blue & You*

2023 – Blue Care Network Michigan, *Good Health*

2022 – National Pancreas Foundation, *A Black/African American's Guide to Pancreas Disease*

2017 – Lehigh Valley Health Network; *Generosity*

2017 – Rainbow Babies Hospital, *Under the Rainbow*

Gold:

2024 – Blue Care Network Michigan, *Good Health*

2024 – Blue Cross Blue Shield Kansas, *Healthy Living*

2023 – Lehigh Valley Health Network; *Generosity*

MarCom Awards:

Gold:

2022 – White River Health, *Health Matters*

2022, 2018 – Lehigh Valley Health Network, *Better Medicine*

HMR Healthcare Advertising Awards:

Best of Show, Gold:

2016 – Lehigh Valley Health Network, *Better Medicine*

- Partnered with clients to identify critical goals, developing brand identity, logo design, web graphics, annual reports, flyers, brochures, magazines, trade show signage and displays, and PowerPoint presentations to achieve success through print media marketing plans.
- Led project initiatives by ensuring that they were in alignment with budget and timeline requirements.

RELATED EXPERIENCE

Freelance Designer

Circa Healthcare – Malvern, PA

The Creative Group – Princeton, NJ

- Designed branded content for animal health and veterinarian pharmaceutical creative campaigns, websites, and presentations.
- Creative designs for medical device and pharmaceutical advertising as well as trade show signage, displays, and branded collateral.
- Offered innovative marketing strategies that were tailored to meet the needs of clients in the healthcare, pharmaceutical, and engineering sectors.

Director of Quality Assurance / Project Manager

Bloomberg L.P. – Princeton, NJ

- Managed multiple print publication projects concurrently, adhering to industry standards and deadlines.
- Established and maintained corporate style and branding for publications.
- Provided production support to produce print-ready files for release and oversaw press checks for all materials.