

mario abbate | web developer/designer

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experience

avon products, inc., new york, ny

associate web developer/designer (jul. 05 – aug. 11)

Senior designer responsible for the maintenance of the Avon site; including but not limited to, the design and deployment of promotional banners and emails, landing pages, mini-sites and other cross-departmental web projects.

- Lead designer & project manager of the Avon landing pages program. Partnered with the online merchandising department to conceptualize, strategize and deploy fresh, on-target, on-brand landing pages that not only produced revenue but supported the Representative's selling experience. Responsible for a team of three designers that aided in the deployment of these pages.
- Partnered with the marketing, merchandising and communication departments to develop tailored customer and Representative emails and sales invites.
- Lead designer and liaison to the customer activation, global creative and sales departments. Responsible for the design, coding and deployment of various cross-departmental projects. Examples of these projects included promotional sweepstakes with abc Network, Paramount Pictures and Breezes Resorts and Spas, global product launches (mini-sites, emails and banners), postcards and Representative's personal web pages.

moroney & gill, inc., new york, ny

consultant art director (sept. 03 - jul. 05)

Art director responsible for the conceptualization and development of all print and web work. Managed up to three designers at a time, depending on each job's requirements.

- Projects included flash presentations, web sites, the design of brochures, posters, direct mail pieces and the company's corporate identity.
- Accounts: Pfizer Inc., Pharmacia Corp., Merck and Neutrogena.

mg&g advertising, new york, ny

web designer (aug. 00 - jul. 02)

Designer responsible for all internet/interactive media.

- Projects included the design and coding of websites, flash banners and interactive presentations. Some print design was also required, such as the design of brochures, posters and magazine ads.
- Accounts: Pharmacia Corp., Lightlife Foods, Rogaine, Solvay, Kodak Albuquerque Balloon Festival, SurfDigital Productions, Janssen Pharmaceutica.

the dreyfus corporation, new york ny

graphic designer (feb. 99 - feb. 00)

Intern to graphic designer responsible for the design of brochures, inserts, manuals and illustrations for the retail and institutional marketing departments.

computer skills/languages

adobe creative suite, quarkxpress, microsoft office, html, dhtml, css, javascript, actionscript and jquery

education

parsons school of design, new york ny. (sep. 97 - may 00)

major: Communication Design **degree:** BFA

escuela panamericana de arte, buenos aires, argentina. (mar. 95 - dec. 96)

major: Graphic Design **degree:** 2 years completed

iona college, new rochelle ny. (sep. 91 - may 93)

major: Advertising **degree:** 2 years completed

language skills

Fluent in Spanish, limited Italian skills