



119 Lake Front Walk
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EDUCATION

Rochester Institute of Technology – Rochester, New York | 5/10
Bachelor of Fine Arts in Graphic Design

Monroe Community College – Rochester, New York | 5/04
Associates in Applied Science in Visual Communications Graphic Arts and Printing

WORK EXPERIENCE

Harris Interactive – Rochester, New York | 10/10 - 7/11
Graphic Designer

As part of the marketing team I created advertising collateral, client reports, sales presentations, email campaigns, and web graphics. Maintained aspects of the Harris Interactive visual identity. Created templates and style guides for the research and sales teams to use in client reports and presentations. Determined photo selection, created illustrations, and designed motion graphics. Updated the corporate website visuals and content.

Printing Methods Inc – Rochester, New York | 10/07 - 5/10
Graphic Designer

Designed packaging materials, logo and identity designs and prepared artwork for print. Color corrected and edited photography and photoshop files. Formatted and corrected layout errors before jobs go to print. Imposed layouts for digital and offset presses. Produced printing plates, created barcodes, flash files and web applications. Trained to operate digital and offset presses.

Printegra Inc – Rochester, New York | 2/06 - 10/07
Prepress Technician

Created business forms and identity materials for clients. Preflighted and designed logos and short order forms. Performed software setups, repairs, upgrades, data transfers, and virus removal.

Rochester Institute of Technology Print Hub – Rochester, New York | 4/05 - 4/06
Print Specialist

Developed designs to be printed on Xerox Digital printers for RIT's print postal hub. Worked in a high volume digital print and design shop. Produced educational tutorials, and edited video. Position involved direct student/faculty contact and customer service.

Freelance professional – Present

Graphic Designer
Branding, identity, print, logo and web design.

TECHNICAL EXPERTISE

InDesign	DVD Studio Pro
Illustrator	Final Cut Pro
Photoshop	Premiere Pro
Acrobat 9 Pro	Office Suite
After Effects	QuarkXPress
Dreamweaver	Barcode Pro
Flash Professional	Prinergy

DESIGN PROFICIENCIES

Graphic and Web Design, Identity & Brand Development, Packaging Design, Photography, Print and Prepress, Logo Creation, Illustration.

ONLINE WORK SAMPLES

lucianferruzza.com