

# Ross Gelman

## Senior Graphic Designer

Senior Graphic Designer with over 5 years of experience in managing the complete design process, from conceptualization to delivery. Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign). A versatile team player with exceptional communication and organizational skills.

### // Experience

#### 2018 - Present

##### MSC Retail

Senior Graphic Designer

- Prepare unique print materials, including email blasts, brochures, and advertisements.
- Lead a team of designers to develop graphic and production materials.
- Identify and implement email marketing system that cut costs by 75% in two months.
- Manage over 7 projects or tasks at a given time with strict deadlines and submission dates.

#### 2013 - 2018

##### Elbeco Inc.

Graphic Designer

- Responsible for the entire firm's creative content marketing and communications output to include:
- Developed numerous marketing programs including, but not limited to logos, brochures, infographics, presentations, email blasts, and advertisements.
  - Managed multiple projects and prioritize work with project management tools to meet all deadlines.
  - Oversaw all content, design and finalization of the company's 40-page annual product catalog.
  - Managed the development of the company's updated website and created all imagery and logos. Also responsible for current site formatting.
  - Designed and laid out the trade show booth for all events. In addition, attended all trade shows and oversaw the successful assembly of booths.
  - Supervise social media platforms, video presentations, photo shoots and photo editing.

#### 2017 - Present

##### Hemp Health Labs

Freelance Graphic Designer

- Designed and prepared over 20 different labels for pharmaceutical bottles.
- Created mock-ups and advertisements for presentations to prospective clients.

#### 2016 - Present

##### Edge Design

Freelance Graphic Designer

- Designed multiple pharmaceutical point of sale displays and packaging.

#### 2014 - 2016

##### Save Lucy Committee

Freelance Graphic Designer

- Created a shirt design that was licensed to be sold in museum store.

#### 2013 - 2014

##### PhillyPhaithful.com

Freelance Graphic Designer

- Designed multiple t-shirts for the sports apparel website company.

#### 2012

##### Rasta Imposta

Graphic Design Intern

- Managed product catalog design and organization for upcoming year.
- Implemented designs and mock-ups for possible new costumes.

### // Education

#### 2011 - 2013

##### Associate Degree in Graphic Design

Antonelli Institute



### // Contact

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### // Skills

Illustrator	●●●●●
Photoshop	●●●●●
InDesign	●●●●●
Microsoft Office	●●●●●
Mac OS	●●●●●
Windows	●●●●●
Client Relationships	●●●●●
Illustration	●●●●●
Organization	●●●●●
Trade Show Coordination	●●●●●

### // Social

-  /RossGelmanArt/
-  /in/ross-gelman-ab581342/
-  /gelman22

