



gina lipere

SENIOR CREATIVE DIRECTOR

education

FELICIAN

2013, BFA

Graphic Design
Photo & New Media

skills

ADOBE

InDesign
Illustrator
Photoshop

SOFTWARE

Ceros
Involve.Me
Tumult Hype

STRENGTHS

8+ years in agency
Brand identity
Layout design
UI/UX design
Event signage
Team management

contact

[PORTFOLIO](#)

ginalipere@gmail.com
973-459-0989

work experience

EMERALD

SAN JUAN CAPISTRANO, CA

SR. CREATIVE DIRECTOR

NOV 2021 - PRESENT

- Work directly with VP of Creative Services to brainstorm new design concepts, create corporate assets, train new hires, conduct interviews, research new platforms and software
- Lead creative direction for all portfolios (agency and publications), working closely with sales, client services managers, and content strategists to bring in new clients
- Manage team of five designers (design directors & digital designers)
- Design custom static and interactive assets for clients and internal brands, such as e-books, white papers, infographics, survey reports, iPapers, listicles, assessments, motion graphics, GIFs

CREATIVE DIRECTOR

NOV 2020 - NOV 2021

- Led creative direction for all portfolios (agency and publications), working closely with sales, client services managers, and content strategists to bring in new clients
- Managed team of three designers (graphic designers & design directors)
- Designed custom static and interactive assets for clients, such as e-books, white papers, infographics, survey reports, iPapers, listicles, assessments, motion graphics, GIFs

PUB. DESIGN DIRECTOR

DEC 2018 - NOV 2020

- Led creative direction for publications, working closely with sales and editorial to bring in new clients
- Managed team of two graphic designers and multiple interns
- Designed custom static and interactive assets for clients, such as e-books, white papers, infographics, survey reports, iPapers, listicles, assessments, motion graphics
- Directed and designed branding and signage for RIC, a retail-focused event held in NYC

PUB. DESIGN MANAGER

DEC 2017 - DEC 2018

- Managed team of two graphic designers
- Designed custom static assets for clients, such as e-books, white papers, infographics, survey reports
- Brainstormed creative concepts with other teams (editorial)

GRAPHIC DESIGNER

FEB 2016 - DEC 2017

- Produced templated designs for internal publications
- Designed custom static assets for clients, such as e-books, white papers, infographics, survey reports

ASSOC. GRAPHIC DESIGNER

FEB 2015 - FEB 2016

PREVIOUS EXPERIENCE

WINDOW CLEANING RESOURCE, VERNON, NJ

Graphic Designer, Sept 2013 - Jan 2015

NEW JERSEY DEVILS, NEWARK, NJ

Graphic Design Intern, Jan 2013 - May 2013