

CARMELO DI BELLA



Profile

Innovative, results-oriented Multimedia Designer with an extensive background in producing exceptional quality print design, web sites, motion graphics, and logos for a diverse clientele. Client focused with recordbreaking turnaround and follow up abilities.

Computer Skills

Proficient on MAC and PC Platforms, But MAC is the only way to go: Illustrator, PhotoShop, Flash, AfterEffects, Dreamweaver, GoLive, Html, Swift3D, InDesign, Final Cut Studio and Knowledge of Basic Actionscripting, CSS, JSP, JAVA.

Projects

Web Design, Branding, Print Design, DVD Menus, Motion Graphics, Animation, CD Cover Design, Flyers, Self Promos, Direct Mail, Newsletters, Direct Marketing Pieces, Illustration, Storyboarding, and Life Drawing.

EXPERIENCE

Mobile Messenger.....FLASH DESIGNER

Facilitates all aspects of mobile phone entertainment. From concept, creative, delivery, technology, utilising text chat, trivia and content management software applications. Santa Monica, CA (2008 - present)

- * Design and animate flash banners at various sizes and specs for myspace, facebook, etc.
- * Create animated flash elements for content sites.

Image Factory.....MULTIMEDIA GRAPHIC DESIGNER

A cutting edge, cross-functional Integrated Brand and Design Agency with a diversified portfolio including clients in entertainment, banking, consumer goods and pharmaceuticals. Calabasas, CA (2006 - 2008)

- * Design and maintain websites, create elements for ads and direct mail pieces.
- * E-blast design concepts to clients for marketing purposes.
- * Assist back-end team to ensure functionality of websites, handle IT issues with in-house systems.

TaylorMade Marketing.....GRAPHIC DESIGNER

A full-service marketing firm with emphasis in design, e-marketing, call center, and training for corporate and entertainment companies. Encino, CA (2001 - 2006)

- * Oversee concept, design, and production of print work and web development projects for interactive marketing studio; collaborate with numerous clients on project analysis, marketing direction, and execution of creative projects.
- * Design ads for print, create and animate logos, build website concepts for presentation to clients, execute final artwork and animation for uploading and printing.
- * Coordinate with various vendors and print shops during production; assist Lead Programmer and Marketing Director with computer-related issues.

Yarnbird / The Spark Factory.....FLASH ANIMATOR / WEB DESIGNER

A production company offering production, casting, and editing services for television and film. Pasadena / Santa Monica, CA (2000 - 2001)

- * Animated characters for various animation shorts, conceptualized design and produced interactive websites.
- * Created motion graphics (AfterEffects) for television; projects include title treatment work on Bedazzled promo, and various Playboy titles for Charter Cable On Demand.

DEGREE

ASSOCIATE OF SCIENCE DEGREE
2000 The Art Institute
of Los Angeles
Santa Monica, CA

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