

ZAIDA L. PEZZA

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EDUCATION

**Bachelor's Degree of Technology
in Communication Design**
New York City College of Technology
Brooklyn, NY

SKILLS

Adobe:

Illustrator
InDesign
Photoshop
Dreamweaver
Animate
Acrobat
Fireworks
Bridge
Lightroom
Sketchup

Microsoft Office:

Publisher
Word
PowerPoint

Web:

HTML/HTML5
CSS/CSS3
Web/Mobile UI
SEM/SEO

Sitemapping
Wireframes

Production:

Measuring
Cutting and Mounting
Large Format Printing

Basic Knowledge:

QuarkXPress 8
JavaScript/JQuery
Wordpress
Adobe Premiere Pro
Microsoft Excel

EXPERIENCE

Graphic Artist

Kings County District Attorney's Office | Brooklyn, NY | September 2014 - Present

- Design flyers, posters, brochures, banners, programs, digital graphics and other marketing type materials as needed.
- Work closely with Assistant District Attorneys, Detective Investigators, Executives and Paralegals, to develop the most effective use of visual communications from concept to completion.
- Use computer software to produce designs and layouts for trial presentations.
- Conduct photo/document retouching, enhancement and mounting.
- Determine best method to be used in production request material.
- Design, produce, revise and deliver high quality graphics, exhibits and marketing presentations under tight deadlines.
- Draw detailed sketches, accurately measure crime scene location and take reference photos, as needed.
- Create 3D models on the computer and depict the crime location using 3D rendering software.
- Prioritizes and smoothly handles multiple projects and requests.
- Discuss the best placement for the presentation of photos or documents need to be mounted on board.
- Assist in creating prints for large event signage.
- Operates photocopying equipment, scanners and large production printers, includes sending approved documents to printer.
- Retouch images of poor to medium quality with specific design software and print the document to the desired size.
- Produce maps, info graphics, graphs, diagrams and charts that illustrate the basic elements of their cases using the Adobe Creative Suite and Microsoft Office applications.
- Maintenance graphic unit inventory supplies count for purchasing.
- Maintain the order and labeling of filing cabinets.
- Answer the door, phone calls, emails, assist with any incoming requests and maintain work area.
- Assist in problem solving and troubleshooting printers.
- Attend team meetings and site visits for special art projects.
- Assist with reviewing and updating office floor plans.
- As needed provide technical assistance and training to new team member.
- Occasionally assign task and support interns in the department.

Graphic Artist

City Merchandise | Brooklyn, NY | May 2014 - September 2014

- Responsible for designing all business assigned products such as, magnets, pens, shirts, pencils, cups, hats, key rings, picture frames, notepads, labels and packaging.
- Assisted with edits and create new designs in line with branding guidelines.
- Made sure all licensed products follow the correct trademark guidelines.
- Prepared all final artwork for vendor's production.
- Photographed products and Photoshopped images for catalog placement.
- Worked closely with sales team to come up with designs solutions for future merchandise.

Assistant Graphic Designer

G3K Displays | Long Island City, NY | November 2013 - May 2014

- Designed 3D renderings and precise elevations for production.
- Created original art and die lines for print.
- Design prototypes with production in mind.
- Made instruction sheets for installers.
- Photoshopped images and setup presentation pages for client's expectations.
- Researched ideas and create new artwork under the Creative Director's direction.
- Assisted in updating artwork and competed renderings, as directed.
- Printed signage, rack and section headers, light boxes, banners, floor art, backdrops and other vinyl graphics.
- Provided clerical support to executive management under Creative Director's direction.

Digital Media Arts Tutor

TCI College of Technology | New York, NY | January 2009 - December 2009

- Helped students in achieving a better understanding of all college studied materials such as, HTML, CSS, JavaScript, ActionScript, MySQL, PHP and Adobe Creative Suite.
- Independently supervised 15-30 students in a classroom.
- Provided academic assistance for students enrolled or interested in the creative field.
- Responsible for maintaining attendance records on each student being tutored.
- Resolved computer and printer difficulties using troubleshooting techniques.