

## CONTACTS



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## EDUCATION

### BACHELOR OF SCIENCE COMMUNICATIONS and PHOTOGRAPHY

Ithaca College, Ithaca, NY

*Formal training in Photography, Graphic Arts and Video Production*

### MASTERS, UX DESIGN

Kent State University  
Remote Curriculum

*4.0 GPA, on-going remote learning for a Masters Degree in User Experience Design*

## DESIGN TOOLS

Adobe Creative Suite 2026



Adobe InDesign CS 2026



Adobe Illustrator CS 2026



Adobe Photoshop CS 2026



Adobe XD



Canva



Wordpress



Elementor



Google Workspace



Microsoft Office



Monday.com



# CHRIS GACCIONE

GRAPHIC DESIGN • WEBSITE DEVELOPMENT • PHOTOGRAPHY • SOCIAL MEDIA DESIGN

## PROFILE

I strive to manage and organize projects with maximum efficiency and productivity while embracing every creative marketing opportunity. By blending strategic design expertise with exceptional production skills, I ensure consistent and impactful brand communication. This approach allows me to conceptualize innovative solutions across a wide range of product design applications.

## WORK EXPERIENCE

### DIGITAL & PRINT ART DIRECTOR

10/12 - 01/20

*Gaccione Design | Contract*

#### CLIENTS

Discover Rhode Island Magazine | Remote

PGA of America | Palm Beach Gardens, FL

BenManage Healthcare

Speed Pro Graphics | Stuart, FL

CARE Market Group | Remote

Dega Advertising | Remote

Jazwares, LLC | Sunrise, FL

Kinon Surface Design | Boynton Beach, FL

Possess expert-level proficiency in the Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, etc.) and Microsoft Office, excelling in high-pressure, deadline-driven design assignments. Demonstrating meticulous attention to detail, consistency, and organization in project and asset management. Skilled in the manual production of complex creative design file setups for both digital and print applications.

### DIGITAL & PRINT GRAPHIC DESIGNER

01/20 - 08/25

*Collaborative Management Systems, Inc. | Remote*

Led graphic design initiatives for CMS-owned dental practices, managing all creative aspects for five expanding Harbor Point Dental Group locations in Connecticut and New York. Designed their websites, direct mail, and social media campaigns to enhance brand presence. Additionally, provided comprehensive graphic design and marketing services for all six CMS-owned County Dental websites, along with direct mail and social media campaigns targeting the New York region.

## EXPERTISE

- Social Media Brand Development
- Sales Collateral Digital Design
- Catalog Design and Production
- Trade Show Design & Production
- Product Packaging and Production
- Wordpress & Elementor Production
- Creative E-mail Design
- Product and Lifestyle Photography
- Asset Management
- Project Management

## AWARDS

### BRAVO AWARD

Twin Star International - 2018

*For outstanding, inter-department communication and job delivery*

## HOBBIESTS



## WORK EXPERIENCE

(CONTINUED)

### GRAPHIC DESIGNER

*Newsmax Media | Boca Raton, FL*

11/19 - 01/20

Designed television and editorial graphics for the monthly publication of Newsmax magazine, as well as TV and print advertisements. Created and optimized web banner ads that effectively drove traffic to Newsmax.com. Developed compelling graphics with strong call-to-action elements that successfully generated audience engagement and survey data for ongoing polls.

### GRAPHIC DESIGNER

*MSC Cruises | Fort Lauderdale, FL*

03/19 - 11/19

Designed cruise line itinerary books and marketing sales collateral, ensuring visually compelling and brand-consistent materials. Created meal menu recipe books for the Martha Stewart and MSC Excursions partnership, aligning with their premium branding. Maintained consistency across all sales and marketing materials by strictly adhering to MSC Cruises' brand guidelines for newly produced assets.

### PACKAGING DESIGNER

*Twin Star International | Delray Beach, FL*

01/16 - 03/19

Designed and produced sales-driven marketing materials with a strong focus on profitability and consumer engagement. Led the development of import packaging to effectively deliver furniture products to the Twin Star Home customer base. Successfully created and validated design concepts through consumer surveys, leading to the rebranding of Twin Star Home's entire product packaging portfolio.

### SENIOR PRODUCTION DESIGNER

*500 Degrees Studio | Miami, FL*

12/14 - 01/16

Extensive experience preparing 2-color spot, 4-color process & 5 or 6-color process + spot, print files, incorporating creative design techniques for all national Burger King merchandising material, ranging from complex Adobe Illustrator, In-Store, Digital Menu Boards, Direct Mail FSI (Free Standing Inserts) coupons to large format, Drive-Thru, revolving Digital Menus.

### DIGITAL DESIGNER

*AutoNation Corporate Headquarters | Fort Lauderdale, FL*

01/14 - 12/14

Project managed assets and designed artistic web banner templates, in order to allow fast and efficient website insertion, making it possible to produce large volumes of banners, on a rapid monthly turnover, for AutoNation's national network of dealerships. Tracked all banner assets utilizing aDAM, an online digital asset management database. Maintained a very fluid workflow with my team, consistently communicating in JIRA, an online task management system.

## PORTFOLIO



### Website

[www.gaccionedesign.com/](http://www.gaccionedesign.com/)



### LinkedIn

[www.linkedin.com/in/chrisgaccione/](http://www.linkedin.com/in/chrisgaccione/)