



William (Billy) Paladino

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Germantown, MD 20876 • (201)214-8303

EarthCam, Inc.
September 2006 - June 2018

GRAPHIC DESIGN LEAD

- **Cross-functional team player**
manage graphic designers and video editors; work directly with: sales and marketing to increase sales; IT/programming for user interfaces and web graphics; operations/hardware for branding, manuals and photography;
CEO on high profile, company-wide initiatives
- **Visual designer**
stitch, manipulate, and color correct panoramas for print ads (1-5 per month) and videos (2-6 per month); title cards and end frames for time-lapse movies (5-10 per month); social media ads (2-4 per month), web graphics, email blasts, monthly promotions, animated graphics, user interfaces, app layout, icons, vector illustration
- **Project manager**
soup-to-nuts photography, design of new software, on-site testing, go-to-market solutions, web interfaces from scratch, construction photo documentation
- **Building / interior designer**
renovation of new front office: design of interior layout, lighting, furniture layout and flow, 3D model of building, textures, ceilings, materials
- **Additional design management**
product manual design (~2 per month), photography (all supporting photos), layout, and maintenance (15+ whenever updates are needed); design and print product labels and branding (100's per month); email ads (2-4 per month), monthly promotions (1 per month)
- **User Experience and Interface Design**
2 app layouts and graphics, 4 web interfaces, usability and flow of information, collaborate with programmers
- **Website Design and Graphics**
3 web sites, supporting graphics, photography, custom icons, monthly promotions and newsletter, ad tiles and banners, Flash banners and ads
- **Magazine Ads**
over 5 years (10-30 per year) - design, production and submission of art files for a multifaceted ad campaign in 15+ magazines including overseas markets and direct mail
- **Trade show Materials**
large format panels (3 and 5 panel layouts), 3D Sketch-up models of the booth layouts, 25 different fliers and handouts, and 1 promotion per show (4-6 shows per year)
- **Product Manuals and Branding**
created consistent layout and theme for all installation guides (10 at the time), assembly manuals (10 at the time), and many product decals, warning labels and stickers

Trefler & Sons
Antique Restoring Studio
March 2002 - February 2006

FREELANCE GRAPHIC DESIGNER / EXPERT FURNITURE RESTORATION ARTIST

2 magazine ads, 4 post card direct mailers, logo redesign, business cards, tri-fold brochure, wood working, furniture refinishing, sanding, proficiency with wood shop power tools



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SOFTWARE EXPERTISE

Illustrator CS6.....	(13 years)	Acrobat Professional	(6 years)
Photoshop CS6.....	(12 years)	Bridge CS6.....	(6 years)
Panorama software.....	(7 years)	Sketch-up.....	(6 years)
InDesign CS6.....	(6 years)	Flash.....	(2 years)

EDUCATION

B.S. Industrial Design.....	(2001)
<i>Wentworth Institute of Technology</i> <i>Boston, MA</i>	
Photoshop Seminar.....	(2011)

PROFESSIONAL REFERENCES

Lana Moskalyova

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