



tony calato

graphic designer • web designer • web developer

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INTRODUCTION

Self-motivated professional with extensive graphic design background yielding exciting yet effective print-based design solutions as well as engaging multimedia presentations. Seeking a creative environment where organization and adherence to deadlines are expected, both collaboratively and independently. Meticulous designer and web developer focused on taking ideas from conception to implementation with maximum efficiency.

PROFESSIONAL EXPERIENCE

Freelance Designer / Web Developer May 1998–Present

Develops and executes effective design solutions in anticipation of client needs and requirements. Assists client in assessing project needs while keeping within client's budget constraints. An adept multi-tasker who partners with client to compile visual and verbal content for web design and development. Successful projects include branding and identity packages, logo design, public relations materials for elections, CD designs and layouts, promotional materials for academic workshops, web design and web development.

Sinclair Broadcast Group, Hunt Valley, MD March 2008–Present

Web Developer / Content Specialist

Responsible for content creation, editing and implementation for multiple nationwide television stations' individual websites. Content is manipulated using hard coding as well as the corporate web content management system. Works in tandem with individual stations' contact personnel to determine needs and implementation methods for short-run and ongoing promotional features. Works in close collaboration with other team members and supervisors in the update and redesign of over 58 news and entertainment stations' websites.

Additionally responsible for creation and maintenance of content on corporate intranet site. Assists in management of multiple stations' advertising campaigns while providing access to daily, weekly and monthly statistics for each individual station and their external clients.

Creates various visual elements to include interactive banner advertisements and modifies pre-existing graphic elements for external and internal clients.

Maryland Institute College of Art (MICA), Baltimore, MD May–July 2007

Teacher's Assistant for Typography 1 / Typography 2 course

Worked with professor in assisting students with coursework, extended projects, assignments and in-class exercises. Assisted professor in determining in-class exercises and select extended projects. Took an active part in lesson demonstrations, as well as critiquing students' work while emphasizing design standards. Assisted students in effectively utilizing design software.

Just Posters, Inc., Baltimore, MD October 2000–February 2006

Lead Graphic Designer

Conceptualized and implemented design solutions for client-commissioned projects beginning with initial strategy meetings and storyboarding stages. Services performed for clients ranged from simple logo designs to corporate branding and identity packages; store-front displays and exhibition signage; trade show signage and invitation-only gala events. Executed pre-press functions such as color correction, digital enhancement and manipulation and font management with client-supplied artwork.

EDUCATION

MICA, Baltimore, MD June 2006 – June 2008

Certificate in Graphic & Digital Design and Illustration: Web-Interactive

Summary of coursework:

Graphic Design 2: Problem Solving for Print & Web, History of Design & Illustration, Typography 1, Typography 2, Introduction to Web Design, HTML 1: Coding for Web Design, Dreamweaver 1: Web Site Creation, Flash

Attended and participated in academic and professional workshops, seminars and reviews.

SOFTWARE AND CODING LANGUAGES :

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Acrobat
QuarkXPress
Adobe Flash
Adobe Dreamweaver
XHTML
CSS