



Donna J Mead
Graphic Designer

Technical Skills



Interests

- Photography
- Traveling
- Tennis
- Painting
- Freelance Design

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education

Bachelor of Science, Graphic Design with an Art Minor - May, 1997
Keene State College
Keene, New Hampshire

professional experience

Lead Graphic Designer at The Fidelis Group
2011 to Present

- Design custom direct mail packages and promotional aids to support salesforce
- Create engaging trade show displays and dynamic presentation boards that generate sales
- Design internal sell sheets, advertisements and brochures to support new client acquisitions
- Manage ongoing direct mail campaigns to meet demanding print and drop date schedules

Marketing Specialist, Graphic Designer at MeadWestvaco
2005 to 2011

- Independently supported 65 national salespeople with on-demand, customized design samples; producing thousands of mock-ups annually
- Executed highly visual trade show displays, presentation boards and sales decks
- Produced eye-catching print collateral and advertisements for lead generation
- Collaborated with manufacturing and marketing teams to develop and test new products
- Planned, designed and furnished direct mail campaigns
- Designed product packaging

Senior Designer at Shaw Associates
1999 to 2005

- Ensured client messages and images were conveyed through branding initiatives
- Responsible for the overall visual aspects of all print collateral
- Created product catalogs and directed design staff on artwork and layout

awards

- 2005 Performance Excellence Award Recipient
- 2007 Mid-Atlantic Difference Maker Award Recipient