



# TAYLOR PANETTI GRAPHIC DESIGN

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FEB 2016 - SEP 2020  
**PATINA RESTAURANT GROUP**  
NEW YORK, NY

Designing all print and digital collateral to support a collection of restaurants with approximately 60 brands in NYC, LA and Disney properties, including menu design and engineering, promotional assets, signage, web graphics, social media and email marketing, and corporate and sales collateral. Developing assets and branding for new restaurant concepts. Designing all creative assets for nationwide campaigns.

RESPONSIBILITIES ALSO INCLUDED:

- Collaborating with marketing managers and providing extensive design support for various departments across PRG.
- Managing print orders and coordinating with vendors.
- Managing email marketing platform (Emma).
- Mentoring junior designer and overseeing freelance designers. Training managers and team members on design programs and brand standards.
- Developing organizational practices and maintaining asset libraries.

NOV 2012 - DEC 2015  
**DYNAMIC ADVERTISING**  
BROOKLYN, NY

Designing printed promotional collateral for clients across a wide range of industries in the NYC area. Working closely with clients to develop and design identity packages and cohesive identities across web and print media.

RESPONSIBILITIES ALSO INCLUDED:

- Designing and building Adobe Muse websites.
- Managing online and social media presence for small local businesses.
- Photo editing, maintaining asset libraries, and internal organization.
- Assisting in print production and order fulfillment.

JAN 2012 - OCT 2012  
**HTH, INC.**  
WINTER PARK, FL

Designing various supplemental material distributed with products, print ads, website graphics and large-format print work for client-specific jobs. Prepping artwork for various facets of print production.

RESPONSIBILITIES ALSO INCLUDED:

- Managing and updating website with graphics, photography and product information on e-commerce platform (Magento).
- Overseeing website redesign by X-Studios. Managing and designing assets for online designer element.
- Photographing products for use in sales, advertising, and internal purposes.
- Designing for and operating a direct-to-garment textile printer.

## EDUCATION

UNIVERSITY OF CENTRAL FLORIDA  
ORLANDO, FL | 2007 - 2011  
Bachelor of Fine Arts in Graphic Design

## TECHNICAL PROFICIENCY

Adobe CC programs  
Microsoft Office programs  
iWork programs  
Mac OS and Microsoft Windows  
Digital and SLR manual camera  
Various printers, tablets and scanners

## FREELANCE

- **IRISH ARTS CENTER** | 2017 - PRESENT  
Designing print and digital collateral, including digital ads, trifold, posters, email creative, web and social graphics. Developing overarching creative for seasonal campaigns and designing all supporting assets.
- **TOYOKALON** | 2014 - 2015  
Designing marketing collateral, logo rebranding, and social media graphics.
- **EWS** | 2014  
Designing layout and supplemental graphics for email campaign newsletter.
- **NUVIEW IRA** | 2011  
Designing custom powerpoint presentation slides.
- **ENTRUST GROUP** | 2011  
Designing information pamphlets.