

PHILIP NEWALLO

Creative Designer

Philip Newallo

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Marietta, Ga 30067

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Tools/Skills

Holistic design sensibility | Illustrator | Photoshop | InDesign | Adobe Acrobat | Adobe Animate | Adobe XD | Photography | Photo Editing / Retouching | Word | Excel | PowerPoint | Illustration | Data visualization | Strong Analytical ability | Strong Interpersonal Skills | Detail-oriented | Ability to work independently and within a team environment | Excellent communication skills, both oral and written. | Windows operating systems | IOS Operating Systems | Terminal | Google Analytics | Google Tag Manager | Bootstrap | GitHub | Sublime Text

Experience: Design

Maytronics Ltd. / Visual Designer

April 2021 - PRESENT, Atlanta, Ga

- Design / develop graphics for campaigns.
- Edit, Retouch and Composite photographic assets to meet brand standards and campaign needs.
- Management of photographic / digital assets by organizing and maintaining naming conventions and file management systems.
- Design graphic assets for B&M, social media and Digital channels.
- Complete edits based on feedback from channel shareholders.

Deardorff Communications Inc. / Contract Graphic Designer

July 2018 - Feb 2020, Atlanta, Ga

- Design, illustrate, and animate signatures for associates.
- Create and upkeep of B2B pitch and product informational decks.
- Digital asset: Website, web banner and web ad design.
- Website testing for accuracy and functionality.
- Utilize html/CSS for animated signature coding to implement animated signatures, automated customer emails, and site terms and conditions.
- Implementation of Google analytics, and Tag manager on various customer sites.

Experience: Previous

TenCate Protective Fabrics / Graphic Designer

March 2016 - Jan 2018, Union City, Ga

- Conceptualize and execute a wide variety of strong visual solutions focused on key demographics.
- Studio photoshoot Art direction and management.
- Product photography.
- Photographic Asset retouching, re-sizing, storage management and manipulation
- Communicate defined brand identity across multiple touchpoints.
- Project management, collaboration with internal and external business partners both nationally and internationally.
- Develop an extensive range of visual communication materials, including, trade show booth conceptualization, trade show asset creation, print, custom, digital, retail / POP signage, product packaging, and product labeling.
- Work with business partners to ideate and produce trade show booth design, products and visual messaging strategies.
- Use of data visualization techniques to create data sheets highlighting key features of products for focused marketing pushes.
- Packaging Design
- Wayfinding Design
- Presentation Templates
- Works within project budgets.
- Brand collateral design and print production
- Enforces brand standards.

Education

Westwood College / BS in Game Art and Design

Graduated: December 2014, Online

- Formal photography training With Cannon DSLR

Graduated Magna Cum Laude - GPA 3.9