Robert L. Petronella

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APPLICATIONS

Adobe Photoshop CS6   Adobe Encore CS6 (DVD Authoring)
Adobe Illustrator CS6   Adobe InDesign CS6   Adobe Lightroom
Quark Xpress 9   Adobe Dreamweaver CS6 (Web Design)
3D Studio Max   Adobe Premiere Pro CS6 (Video Editing)
Microsoft Office (Access, Excel, Word, PowerPoint)
e-commerce Online Store Web Development (Zen Cart)

WORK HISTORY

2003 – Present   *Web Designer/Freelance Graphics Designer*
- Conceptualize, design, develop and implement the look and feel of web pages that are visually pleasing, load quickly and meet established design standards to customers that meet their specific business/personal needs.
- Develop graphic images and effects to achieve design goals for clients.
- Analyze MS SQL Server databases to determine needed data.
- Perform routine updates, upgrades & overall maintenance of websites including ecommerce sites.

2020 – 2021   *Aviation Security Management,* **Key West, Florida**
- TSA Security Officer
Provide security and protection of air travelers, airports and aircraft in a professional manner.

2017 – 2020   *The Citizen Newspaper/Free Press,* **Key West, Florida**
- Free Press paginating and upload to Miami.
- Building ads, directories, holiday special shells and masthead flags.
- Proofing pages, clerical duties, Q.A. on special publications.
Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Confer with clients to discuss and determine layout design.
- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Web sites.

2012 – 2017   *The Coaster Newspaper,* **Asbury Park, N.J.**
- Design all ads & layout of newspaper on a Mac platform using Quark Xpress, InDesign & Photoshop.
- Ensure that daily deadlines are met with salespeople and clients.
- Perform PDF formatting and transmitting of files over network server using Fetch.

2010– 2012   *Art Director/Graphics Designer,* **Kenobi Solutions, Freehold, N.J.**
- Create and revise brochures, logos, trade show signs and other graphics jobs as needed.
- Create, revise and redesign websites including online ecommerce sites.
- Maintain product/category updates of all ecommerce online sites.

1998 – 2003   *Graphic Artist*, **Applied Graphics Technology, Carlstadt, N.J./Daily News, N.Y. City**
- Creation of ads in a high volume, setting The N.Y. Daily News, The Star Ledger, Jersey Journal and other area publications.
- Scanning & retouching of customer provided artwork and or copy, layout and design of ads using Quark XPress and Photoshop.
- Performed postscripting, PDF formatting and transmitting of files over network servers.
- Evaluated, reformated, and corrected for newspaper composition large amounts of files supplied by advertising agencies.

1996 – 1998   *Graphics Designer*, **Envision, N.Y., N.Y.**
- Imaging and processing in PC and Mac formats utilizing Photoshop, Quark XPress, Adobe Illustrator, Powerpoint and Persuasion.
- Maintained 3rd shift schedule for production department which guaranteed that jobs were created, revised and proofed to clients specifications.

1994 – 1996   *Production Analyst/Graphics Specialist*, **Ovid Technologies, N.Y., N.Y.**
- Responsible for creation of electronic graphics from medical journal stock photographs, print periodicals, and magazines for Manhattan based CD ROM manufacturer.
- Managed and scheduled staff of Computer Artists, wrote image specifications, and developed project management skills.
- Organized tape library system for production operations.
- Maintained daily arrival schedules and interacted with production staff to efficiently meet tight deadlines and development expectations.
- Basic knowledge of Novell operating system and Unix commands for data operations.

EDUCATION
2000 – 2001   **Chubb Institute, Jersey City, N.J**.
Certificate in Web Develop and Business Programming - Development Life cycle of designing, writing, testing and debugging programs. Creation of relational database objects (Oracle); Relational Database processing using Structured Query Language (SQL). Web Development Technologies and Web Page Design using HTML, DHTML, JavaScript, CSS (Cascading Style Sheets); Page formatting, creating forms, tables and frames. Created functional, interactive e-commerce Web sites with JavaScript and XML. "Three-Tier Object Model" Web design and programming architecture. Java Language; functions, structures and classes, class features and design issues, debugging and optimization.

1991 - 1992   **Center for the Media Arts, New York, N.Y.**
Diploma in Computer Graphics - Hands-on experience in all areas of Graphic Art - mechanical/presentation skills, comping skills, design, electronic layout and presentation graphics.

1986 – 1988   **Pratt Institute, New York, N.Y.**
Continuing Education Certificate in Electronic Animation - Basic Computer Language, 2D/3D imaging, illustration and graphic design, 3D rendering and animation.

ADDITIONAL SKILLS
- Production Management
- Business Graphics
- 3D Modeling and Animation
- Photo Restoration
- Desktop Publishing
- Video Editing and DVD Authoring
- Web Design

Military
1981 – 1983   *United States Army*, **New Ulm, Germany**
- Infantry
  Fort Benning, Georgia - Basic Training and Advanced Infantry Training
  Neu Ulm, Germany - Pershing 1 Missile Security

ONLINE PORTFOLIO

www.redoxstudio.us