

Nancy Coatta

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Graphic Designer, Project and Event Manager/Communications

Designer, coordinator, project manager, meeting planner and production management professional focused on communicating client's message in a cost effective way. Diverse skills include:

- Graphic Designer Consultant
- Design/Production/Coordination of project and teams
- Management of budgets for meetings, conferences, designs, web sites, video production, presentations

Summary of Qualifications

- A proven innovator and creative manager who possesses skills for graphic design project management and related event coordination work.
- Strong ability to oversee project and team while always keeping the clients budget in mind.
- Maintains a broad view of what the project message is trying to accomplish and how decisions in one area may affect those in another area. Proven leader with track record for taking ideas from concept to creative, effective, profitable and productive solutions.
- Known as a motivated leader who can build or work within a structured environment.
- Recognized for strong production skills, creative ability and consistent attention to details throughout all phases and project design and implementation.
- Able to design and build graphics and presentations under tight deadlines and short intense production periods.
- A team player, focused on quality, budget and results.

Education

Paier School of Art (*illustration, graphic design*)

Profession Experience

Present (Freelancer)

Clients: Aetna, ING, Lincoln Financial, BMW, Mini Cooper, LandRover

Art Director, Aetna (Hartford, CT)

Developed graphic direction and style for visual programs and presentations to support business activities. Coordinated the production and delivery of design elements for videotapes, direct broadcast, multimedia, electronic presentation, interactive programs and intranet web design.

Freelance Production/Director/Designer

Clients: Aetna, CIGNA, Lego, Friendly's Corporation, Spalding, Stanley Tools, The Hartford, Travelers

Thompson Group (Producer/Designer, Windsor, CT)

Responsible for the concept, design and execution of all phases of various audio visual communication presentations. Coordinated teams of artists, writers, photographers and production people. Produced shows for sales, conferences, new product introductions, sales, training point of purchases and advertising for clients such as; Aetna, General Electric, Travelers, CIGNA, Friendly's Corporation.

LDA Associates (*illustrator and staff artist, Woodbury, CT*)

Designed and illustrated animation sequences for a variety of weekly television series such as: Zoom, The Infinity Factory, and Animals, Animals, Animals.

Technical and Software Experience (PC and Mac)

- Photoshop and Illustrator CS4
- Microsoft 2003, 2007 (PowerPoint, Excel, Word, Publisher)
- iWork '09: Keynote, Pages, Numbers
- Dreamweaver CS4
- Flash CS4
- Captivate 4 for eLearning
- InDesign CS4
- Acrobat 9, Acrobat Forms
- Premiere (Video Editing)