



**Danny Abello**  
**Graphic/Web Designer**

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*"My best work is produced when I'm given an idea to work with  
then allowed to add my own creative input"*

**Design From Concept To Finish**

Over 10 years of experience in the Publishing and Advertising industry  
Catalogs, Brochures, Ads, Flyers, Magazine & Newsletters layouts, Posters in 4-color or 2-color pieces, etc.

- Basic knowledge and understanding of HTML, XHTML and CSS coding
- Web Design and Web Banners/images creation (Animated & Static)
- Innovative, creative problem solver with an eye for detail and accuracy
- Expert using graphic imaging and design tools such as InDesign, Photoshop, Quark-XPress and Illustrator
- Proven team player and hands-on leader

**EXPERIENCE**

Independent Freelance:

**Wobbly Top Press ([www.wobblytop.com](http://www.wobblytop.com))** November 2014 – June 2015  
*Freelance Website Creator* - Created an online e-commerce website for a small NY publishing company.

Independent Freelance:

**R.M. DeLuna IP Law Office ([www.deluna-iplaw.com](http://www.deluna-iplaw.com))** July 2013  
*Freelance Illustrator* - Created preparation illustrations for use in Patent Drawings for a court presentation.

Independent Freelance:

**McFrank & Williams Advertising Inc. ([www.mcfrank.com](http://www.mcfrank.com))** September 2011 – October 2011  
*Temporary Art Director* - Assist Senior Art Director with Recruitment Ads.

**Oxford University Press ([www.global.oup.com](http://www.global.oup.com))** February 1998 – January 2009  
*Senior Graphic Designer (Creative Services Dept.)*

Created and designed broad array of printed materials: Catalogs, Brochures, Ads, Posters, Flyers, Direct-mail pieces and Web Pages.

- Collaborated with Marketing Dept. to capture their intent in a promotion piece that would be well received by target audience.
- Re-designed and updated old catalogs & brochures resulting in increased sales.
- Created Landing Webpages for promoting new and upcoming books.
- Created Web Banners/Images for landing pages (Animated & Static).
- Maintained Image Database for the company.

**Academy of Professional Information Services** January 1988 – August 1994  
*Associate Art Director* - Created and designed medical newsletters in collaboration with Copy Editors.

**SKILLS**

Quark X-Press (version 7-9)  
Adobe CS3-6 (In-Design, Photoshop, Illustrator, Dreamweaver & MUSE)  
Microsoft Word, Microsoft Powerpoint and Keynote

**EDUCATION**

- A.A.S., New York City College of Technology – awarded 1st prize for "Excellence in Graphic Design"
- School of Visual Arts/Continuing Education program – studied Desktop Publishing

You may view my website at: [www.danabdesign.com](http://www.danabdesign.com)  
or my LinkedIn public profile: [www.linkedin.com/pub/danny-abello/11/637/b62](http://www.linkedin.com/pub/danny-abello/11/637/b62)