

Lewis L. Caravaggio
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Venice, CA 90294
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Objective: Position in graphic design or multimedia development

Education: **Bachelor of Fine Arts**, Hartford Art School - May 1998
University of Hartford, West Hartford, CT

Design

Experience:

Design Intern

Hallowell Graphics, Simsbury, CT

October 2001-Present

- Responsible for assessing client needs and developing design concepts for advertising, promotions, and internal communication initiatives.
- Utilize QuarkXpress, FreeHand, Photoshop, and PageMaker to create presentation materials, design proposals, logos, and marketing brochures
- Work closely with public relations and marketing communication professionals representing client companies in financial services, aero-space, biotechnology, and software development.
- Prepare and conduct presentations to all levels of management at client firms.
- Assist account executives in evaluating campaign results and assessing impact upon client sales.

Layout Editor

Real Art Ways, Hartford, CT

May 1997-September 2001

- Responsible for developing layout of advertisements and feature articles for weekly student newspaper.
- Utilize scanners, PageMaker, and Photoshop to produce print-ready copy
- Consult with news, advertising, and feature editors on ongoing basis to make timely decisions; attend weekly editorial board meetings.

Freelance

Experience:

Real Art Ways, Hartford, CT

August, 2001

- Developed promotional brochure and invitation card for opening of A Jamaican Retrospective multimedia show.

Habitat for Humanity, Hartford, CT

June 2000

- Created new logo and various promotional materials for urban housing campaign.
- Worked closely with community leaders in developing an effective public relations plan and coordinating mailings.

Computer

Skills:

Photoshop

Adobe FreeHand

PageMaker

QuarkXpress

Cadkey

MS Word

WordPerfect

MS Excel

Lotus 1-2-3

HTML

Netscape

MS Explorer

References: Available Upon Request.