

ALAN SLIWINSKI

graphic designer

292 Briarwood No. Tonawanda, NY 14120
716.417.4853 | asliwinski@gmail.com | alansliwinski.com

A highly motivated and career-oriented design professional. Expertise in managing the design process from concept to final product, including but not limited to ideation, project management, print or web graphics, and costing. A team player and self-starter who is proactive, passionate, and highly adaptable.

PROFESSIONAL EXPERIENCE

Cavendish Square Publishing | Buffalo, NY

Senior Graphic Designer › December 2014 - Present

- Designed non-fiction library books from grade school through high school reading levels.
- Sourced photos, created templates, and edited titles containing 24 pages through 144 pages.
- Assigned and trusted with Cavendish's most profitable series after only a few months of hire.

Alan Sliwinski | North Tonawanda, NY

Part-Time Freelance Designer › 2009 - Present

- Created artwork for compact discs for local musical talent such as Strictly Hip, Jeremy Hoyle, Hit-N-Run, and Mark Custom Recording Studio.
- Volunteered design services for the nonprofit Down Syndrome Parent's Group of Western NY.
- Edited wedding photos, created/edited portraits, and designed drum head graphics.

Buffalo Games, Inc. | Buffalo, NY

Play (Product) Designer › August 2011 - July 2013

Graphic Designer › December 2006 - August 2011

- Led the development of play patterns and mechanics, package graphics, component costing, play-testing, package engineering, and writing/managing our board game's content and rules.
- Supported multiple teams with brochures, web graphics, ads, catalogs, trade-show and booth materials, 3-D renders of POPs, email assets, sell-sheets, and any other requested materials.
- Invented Buffalo Games' first original in-house party game, Truth be Told. To date, it has sold \$4 million at national retail outlets such as Target, Walmart, Amazon, Kohl's, and Barnes & Noble.
- Continually created game prototypes and mock-ups for testing ideas as quickly as possible and presented ideas and results to upper management and team members.
- Created and maintained library of digital assets and kept it populated with products, logos, and graphics for sales team and website use.
- Created an in-house Style Guide which allowed for quick access to commonly used information across multiple teams.
- Developed templates for product packaging. Continuously updated packaging to reflect ever changing government and retail regulations and create overall high quality packaging.
- Directly worked with major national brands such as Harley-Davidson, Coca-Cola, and NASCAR.
- Directed product photo-shoots for packaging, marketing materials, and promotions.
- Tracked product design team time on a daily basis to understand ROI and place value on projects.

ALAN SLIWINSKI

graphic designer

292 Briarwood No. Tonawanda, NY 14120
716.417.4853 | asliwinski@gmail.com | alansliwinski.com

Mark Custom Recording Service, Inc. | Clarence, NY

Art Director › December 2005 - December 2006

Graphic Designer › February 2001 - December 2005

- Oversaw the art department with 2 graphic designers. Reported directly to owner.
- Designed complete CD packaging art including inserts, tray cards, and CD labels along with ads and order forms. CD labels were sometimes color separated for 2 or 3 color silk screen printing.
- Conferred with clients to determine artwork objectives and requirements for CD packaging and layout. Also sent proofs to clients and approved proofs from printer.
- Managed work-flow of several simultaneous music conventions.
- Coordinated with vendors (printer, film, CD) to organize project deadlines and priorities.
- Maintained company's extensive catalog of close to one thousand compact discs.
- Collaborated in creating a printing solution that reversed trends and made orders under 100 discs, profitable.
- Set up and recorded on-location for concert band, orchestra, and choir performances.

Fisher-Price, Inc. | East Aurora, NY

Packaging Assistant (Temporary) › June 2000 - January 2001

- Assisted packaging engineers with the design of packaging structures using ArtiosCAD software.
- Created packaging structures for mock-ups and presentations.
- Performed slide tracing and color shading for the Disney "Atlantis" View-Master Reel.

SKILLS & EXPERTISE

Mac and Windows OS	Print preparation and prepress	Brainstorming and facilitation
Adobe Creative Suite	Tight deadlines	Ideation
Photoshop	Photography direction	Product management
InDesign	Conceptual designs	Managing multiple projects
Illustrator	Strata 3D	Coordinating work-flow between multiple teams
Acrobat	Sony Vegas/iMovie (video)	Innovating
Microsoft Office	Working knowledge of HTML, CSS, Flash, Dreamweaver	Video production/editing
Powerpoint	Budgeting / costing	WoodWing
Word	Color correction	Copy-writing
Excel	Logo design	Graphic asset management
Creative leadership		
Advanced photo manipulation		

EDUCATION

The Art Institute of Pittsburgh | Pittsburgh, PA

- Associate of Arts and Science Degree in Multimedia Design, Cum Laude