

## Professional Experience

**Design Manager** :: In-House Design Manager : 05/09 - Present

**University of Pennsylvania, Annenberg Center for the Performing Arts** : Philadelphia, PA

*The ACPA is a major cultural destination and crossroads in the performing arts community at home in 'America's First University'.*

- + Established the Annenberg Center's first in-house design studio, including a 'paper-free' marketing to design request system.
- + Produced all 09/10 seasons creative branding materials, used in print and online marketing. Branding ranged from 40 page program books to postcards, brochures and other exterior marketing materials. All new materials focus on a positive and more vibrant view of the Annenberg Center.
- + Met with local printers to negotiate competitive prices on all print materials sent from and used at the ACPA. These meetings helped keep marketing budgets on target and printing costs at a minimum.

**Graphic Designer** :: In-House Designer : 03/08 - 03/09

**The Philadelphia Orchestra Association** : Philadelphia, PA

*The Philadelphia Orchestra distinguishes itself as one of the leading orchestras in the world and is one of the oldest in the country.*

- + Monitored and assisted in launching the new brand identity of the Philadelphia Orchestra. The new identity was structured to create uniformity throughout the entire organization and give it a bold new look. The brand identity transformation was labeled a great success.
- + Managed the production schedule of design projects for every department of the organization. This also included organizing and leading a weekly production meeting.
- + Set high priorities and handled multiple design projects with focused commitment. This strategy teamed with the guidance of a veteran design and marketing department ensured projects were carried out to their full potential.

**PR/Marketing Coordinator** :: PR/Marketing Department : 1/08 - 3/08

**Odyssey Fitness** : Wilkes-Barre, PA

*Odyssey Fitness is the largest health and fitness center in Northeastern Pennsylvania.*

- + Headed the restructuring of the marketing for the "Body Bug" fitness program. This involved working with advertisements, internal marketing, and interviewing gym members with success stories. The project concluded with managing a photo-shoot of members that had successfully completed the "Body Bug" program.
- + Prepared press releases of events and maintained communication with local newspapers.
- + Introduced an exclusive logo and marketing strategy for "grab and go" healthy meals prepared for the Odyssey Fitness pro-shop.
- + Responsible for maintaining website information and keeping internal events schedule current.

**Graphic Designer** :: Design Internship : 5/07 - 7/07

**Carte e Matita - Communicatione Visiva** : Milan, Italy

*Carte e Matita is an award winning design firm located in Milan, Italy known for bold ideas and concepts.*

- + Collaborated with a team of designers to create exceptional designs and graphic concepts for a wide variety of clients.
- + Worked with designers, programs and equipment in the native Italian language. The language barrier accentuated the importance for text placement and a new found respect for typography.
- + Teamed with firm illustrator to design an advertisement for the back cover of AREA 93, an Italian art and architectural review, featuring private houses. July/August 2007 issue.

**Owner/Principle Designer** :: Paul Buller Graphic Design : 12/03 - Present

Recent Clients Include : Bel Vetro S.P.A. : Philadelphia, PA

Chubby Balboa's Sports Grille : Philadelphia, PA

Bella Mia Hair Boutique : Rehoboth Beach, DE

World Card Services, LLC : Edwardsville, PA & Chicago, IL

## Computer Skills

- + Proficient in both **Mac** and **PC**
- + Programs: Adobe Acrobat Pro, Dreamweaver, Illustrator, InDesign, Fetch, Photoshop, QuarkXpress, CorelDRAW, FlexisignPro, Avery DesignPro, Word, Powerpoint, and always learning more!

## Education

- + Bachelor of Arts in **Graphic Design** : Minor in **Art History** :: St. Ambrose University : Davenport, IA., 2004