AKASHA S. HODGE

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PORTFOLIO: WWW.BREAKINGTHEGRID.COM

THE CREATIVE TYPE

Talented graphic design lead with five years experience in design who is highly motivated, creative and versatile. Especially skilled in creating high impact branding, compelling print work and responsive-design to enable companies and organizations visually execute their brand, marketing and creative endeavours. Seeking a company that demands high-quality design to further business goals and professional image.

PROFESSIONAL PROFILE

- DETAIL-ORIENTED
- STRONG CONCEPTUAL SKILLS
- SELF-RELIANT AND RESOURCEFUL
- ABILITY TO MULTI-TASK & HANDLE MULTIPLE PROJECTS SIMULTANEOUSLY & EFFICIENTLY IN FAST-PACED ENVIRONMENT
- EXCEPTIONAL COMMUNICATION & INTERPERSONAL ABILITIES
- ABILITY TO COMPLETE TASKS INDEPENDENTLY, OR WITHIN A TEAM DRIVEN ATMOSPHERE
- EXCELLENT ORGANIZATIONAL SKILLS
- PRESENTATIONAL SKILLS & ABILITY TO LEAD A PROJECT AND TEAM

DESIGN EXPERIENCE

FREELANCE — NEW YORK, NY
FREELANCE GRAPHIC DESIGNER — 2006 - CURRENT

Freelancing full and part time on behalf of various internationally known creative talent agencies (Aquent, Adecco Creative, Update Graphics, etc.) throughout the five boroughs. Working with major clients on challenging and rewarding projects and campaigns, ranging from the Verizon FiOS campaign, to packaging for Camel cigarettes. The invaluable experience of working amongst a diverse range of office cultures and creative, dynamic teams.

RICKY'S NYC — NEW YORK, NY
SENIOR GRAPHIC DESIGNER — 2009 - 2010

In-house Senior Designer for Ricky's NYC stores. Lead designer who worked closely with Ricky's Creative Director to maintain and execute all interior and exterior graphics for their 23 retail stores. Headed up Ricky's '09 Halloween Campaign which saw mass advertising efforts in major media outlets such as TimeOut NY, New York Magazine, AM NY, MTA and CBS Outdoor which included projects such as: Print ads, taxi top ads, phone kiosks, billboards, urban panels and subway posters. Monthly execution and conception of all in-store promotional materials and signage such as: Shelf talkers, promotional flyers, counter signs, large window display graphics and identity packaging. Drafted media plans to prepare the advertising budget for our Creative Department's monthly spending. Major creative force behind re-branding Ricky's as a trendy and unique New York beauty/cosmetic chain.

METLIFE — NEW YORK, NY
MID-LEVEL GRAPHIC / PRODUCTION DESIGNER — 2007 - 2008

Long-term freelancer in MetLife's fast-paced design studio, working specifically on marketing collateral for MetLife's Auto & Home brand. Worked closely with Studio Manager & Account Manager to meet tight deadlines, follow client direction and multi-task to execute projects from start to finish. Package/Collects for vendors, purchasing images from major stock houses (Getty Images, Corbis, Jupiter, Masterfile & Veer). Retouching/Color corrections, scanning, coding and organizing files. Print and web projects included: Brochures, flyers, posters, flip books, large-format banners, e-banners & HTML emails.

DIALOGUEDIRECT, INC — NEW YORK, NY
ADVERTISING/MARKETING/ GRAPHICS COORDINATOR — 2006 - 2007

In-house designer for this leading fundraising company (Worked on behalf of major non-profits such as Oxfam, WWF, Plan USA, etc.) Executed and coordinated (all) 8 U.S. cities recruitment collateral for print and web advertising. Created all print and online ads, web banners, flyers, employee ID badges, company website and marketing materials. Building comps and PDFs, scanning images and purchasing stock photography. Preflight/pre-press, created separations, handled proofs, provided printing press with materials for plate-making. In charge of Recruitment Department's advertising budget and monthly expense reports. Conducted market analysis, statistics and research to boost recruitment efforts and generate revenue.

DESIGN CAPABILITIES

- CORPORATE/SMALL BUSINESS BRANDING & IDENTITY
- HIGH IMPACT MARKETING COLLATERAL MATERIALS
- PAGE LAYOUT DESIGN, BOOK DESIGN
- PACKAGE DESIGN
- LARGE SCALE ENVIRONMENTAL & RETAIL GRAPHICS (WRAPS)
- WEB GRAPHICS, ANIMATED WEB BANNERS
- HTML WEB DESIGN
- ONLINE PROMOTIONAL CAMPAIGNS & E-MAIL BLASTS

SOFTWARE SKILLS

*PROFICIENT IN BOTH PC & MAC CURRENT OPERATING SYSTEMS

PROFICIENT:

- ADOBE PHOTOSHOP CS5 • ADOBE ILLUSTRATOR CS5
- ADOBE INDESIGN CS5

WORKING KNOWLEDGE:

- DREAMWEAVER CS5 • FLASH CS5
- ACROBAT • KEYNOTE • MICROSOFT OFFICE SUITE

EDUCATION

MWCC, GARDNER, MA – GRADUATED MAY 2006 (GPA 3.85)

- ASSOCIATE OF SCIENCE IN COMPUTER GRAPHIC DESIGN (PRINT CONCENTRATION)
- CERTIFICATE IN WEB DESIGN
- AWARDED 8 FIRST & SECOND PLACE AWARDS IN SENIOR GRAPHIC DESIGN SPRING EXHIBITION

ONLINE PORTFOLIO: WWW.BREAKINGTHEGRID.COM