

JOSEPH PANELLA

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Qualification Profile

Over 13 years experience in design, print production, marketing and identity management
Highly proficient in Macintosh and IBM desktop publishing and illustration packages including: PageMaker, Quark XPress, InDesign, Photoshop, Illustrator, FreeHand and Powerpoint
Webmaster Certification - working knowledge of HTML, DHTML, Javascript, Cold Fusion, Dreamweaver and Flash
Detail oriented
Capable and comfortable working independently, as lead designer or as team member

Experience

YONKERS PUBLIC SCHOOLS Yonkers, NY
11/91 - Present
Art and Print Production Director

Responsible for all aspects of design layout and print production
Manage the in-house graphics department responsible for producing catalogs, manuals, brochures, handbooks, print ads, web site publication, etc.
Supervise and train on-staff and freelance graphic designers and student interns
Coordinate all district print projects from start to finish including spec writing, photo shoots, approval of all blueprints and initial press runs on high volume 4-color jobs
Conceptualize and produce trade show exhibits
Supervise on-site print shop, which produces approximately 60,000 copies per day; review and approve all jobs sent to print shop; manage the production schedule of print shop which services 42 schools and the central office administrative staff consisting of more than 25 departments
Provide design concepts for and work closely with Yonkers Public Schools webmaster on identity decisions pertaining to the YPS website
Serve as art/creative director for all districtwide projects and marketing campaigns
Design, schedule and supervise photo shoots with commercial and staff photographers
Conceptualize and produce visual presentations delivered by the superintendent of schools
Consult and advise smaller school districts statewide on many of the aspects listed above

Freelance Experience

Provide a wide variety of services including design, layout, photography and website design/development. Consultation for developing a strong corporate identity system.

PROGRESSIVE COMPUTING Yonkers, NY
SONY DESIGN CENTER New York, NY
GREENTREE GRAPHICS Peapack, NJ
DANSK INTERNATIONAL DESIGNS Mount Kisco, NY

Education

SKIDMORE COLLEGE White Plains, New York
2000
Webmaster Certification
CONNECTICUT INSTITUTE OF ART Greenwich, Connecticut
1991
Commercial & Fine Arts Diploma
NEW YORK INSTITUTE OF TECHNOLOGY Old Westbury, New York
1988
Major: Architectural Technology

Honors

2003, 2002, 1999, 1996 (2), 1992 National School Public Relations Association (NSPRA) Award of Excellence
1991 Alpha Beta Kappa Honor Society

References available upon request