

Patrick Guditus

Graphic Designer

[LinkedIn](#) [Portfolio](#)

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QUALIFICATION SUMMARY

Graphic Designer with over 17 years of experience in graphic design, e-commerce management, and creative direction. Expertise in Adobe Creative Suite, including Photoshop, InDesign, and Illustrator combined with a strong background in layout design, proofing, editing and meeting tight deadlines. Proven track record in increasing e-commerce sales and company revenue through strategic design and branding initiatives.

KEY SKILLS

- ❖ Adobe Photoshop
- ❖ Adobe InDesign
- ❖ Adobe Illustrator
- ❖ Creative Direction
- ❖ Layout Design
- ❖ Proofing & Editing
- ❖ E-commerce Management
- ❖ Time Management
- ❖ Efficiency Improvement

RELEVANT PROFESSIONAL EXPERIENCE

Senior Graphic Designer

July 2015 - August 2024

Collectible Brands: Fairfield Collectibles

McDonough, GA (remote)

- Designed and maintained branding and advertising for thousands of items across websites, email campaigns, catalogs, advertisements, and social media to increase e-commerce sales and grow company revenue.
- Used BigCommerce to maintain e-commerce listings with images, copy, and prices.
- Created layouts and stylized covers for 6 catalogs per year with 700+ items each, while meeting tight deadlines.
- Worked with a team to edit, proof, and approve production-ready catalog files for print.
- Customized and utilized InDesign templates for consistent designs throughout the catalogs.
- Created Photoshop actions for image optimization for print and web ensuring consistency.
- Designed email campaigns and social media advertising to increase traffic to the website, therefore increasing sales exponentially.
- Increased sales by redesigning the catalog's layout to increase the quantity of items and highlight bestsellers.
- Curated and managed the company's creative library of thousands of images.

Graphic Designer / Photographer

June 2007 - July 2015

Fairfield Mint

Norwalk, CT (hybrid)

- Designed and maintained branding and advertising for thousands of items across websites, email campaigns, catalogs, advertisements, and social media to increase e-commerce sales and grow company revenue.
- Created layouts and stylized covers for 5 catalogs per year with 500+ items each, while meeting tight deadlines.
- Worked with a team to edit, proof, and approve production-ready catalog files for print.
- Photographed all items for marketing including, product catalogs, advertisements, wholesale sell sheets, and websites.
- Redesigned the catalog size and layout multiple times: From digest, to slim-jim, to full-sized catalog, increasing sales with each revision.
- Utilized MailChimp to create and manage email campaigns from start to finish.
- Maintained thousands of e-commerce listings with correct images, copy and prices.
- Optimized thousands of product images with Photoshop for both web and print.
- Curated and managed the company's creative library of thousands of images.

ADDITIONAL EXPERIENCE

Project Manager / Web Designer / Creative Designer

Sightly Des

2011 - 2013

New York (remote)

- Communicated and managed projects for clients. Including: accomplishing the project objectives by communicating with clients throughout projects, kept clients up to date on the project's progress, created and handled contracts, managed tasks and priorities.
- Designed web page navigation and functionality, page layout, icons, graphics and color schemes.
- Implemented html, java and jQuery, and conducted market research in relation to the design.

CERTIFICATIONS

Introduction to User Experience Design

Georgia Institute of Technology

[Credential](#)

EDUCATION

College of Saint Rose

Major: Graphic Design

Focus: Typography, Color Theory, Layout Design, Figure Drawing

Albany, NY

Briarcliffe College

Major: Graphic Design

Focus: Advertising, Package Design, Layout Design, HTML

Bethpage, NY