

Camille Motta

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Summary and Qualifications:

10+ years professional graphic design and production art experience.

Highly organized creative problem solver and solution maker.

Accurate and detail oriented. Efficient.

Skilled MAC user with expert knowledge of most Adobe Creative Cloud apps specializing in Illustrator, InDesign, and PhotoShop.

Objective:

To find stable, ongoing work which utilizes my skills.

Education:

Bachelor of Science, Studio Art,
State University of New York,
College at Oneonta
Oneonta, New York

Associates Degree, Applied Art,
Advertising Design,
Fashion Institute of Technology
New York City, New York

Interests:

Design, art, photography, music,
cooking, reading, publishing, skiing,
tennis, non-profit board member,
community choir singer, gardening.

Camille Motta Art and Design

Freelance Graphic Designer & Production Artist

1998—Present

Clients include a wide variety of industries; wellness, health and beauty, advertising agencies, entertainment, retail companies, event planners, ASI & promotional product advertising, marketing & public relations firms, financial services, fine art, community service, spiritual & non-profit organizations.

Bruderhof / Menla / Union Arts Center / BOCES

2021—Present

Created digital assets and promoted events on social media and other online platforms including email blasts, motion graphics, animated GIFs and JPGS. Logo and branding design, image manipulation and photo retouching. Designed a 48 page offset printed calendar for county wide distribution.

Peloton Interactive, Contract Graphic Designer

2020

Lead the design and production of product user manuals, letters of compliance documentation and packaging materials including final print mechanicals during logistical expansion and vigorous company growth.

Barkbox, Print Production Designer

2017—2018

Prepared final CPG mechanicals of dog toys and dog treats for use in retail stores and online box subscriptions. Prepared final files from key art for toy backers, treat bags, hangtags and POS displays for our Target in-store debut nationwide. Responsibilities included translating art onto dielines, typesetting, Pantone matching, PMS color correcting, UPC preparation, photo retouching & asset management.

Estée Lauder / Bumble and bumble / MAC / e.l.f. Cosmetics / NARS / Benefit / Clinique / Bare Minerals / Kiehl's / Bath and Body Works

2016—2019

Prepared primary and secondary packaging mechanicals including themed gift boxes, POS displays for Sephora and Ulta bullnose and in-store signage, holiday packaging and decorative shipping boxes. Created visual merchandising plans and presentations, posters, in-store planograms, interactive PDFs, social media assets and digital billboard graphics. Re-designed label art for foreign markets to meet regulatory and compliance requirements within brand guidelines. Extensive typography, copy editing and proofreading, color correcting and materials proofing. Pre-press QC. DAM including file naming and asset management processes.

Victoria's Secret Beauty, Creative Packaging Consultant

2014—2015

Created print mechanicals for fragrance and body care products, primary and secondary packaging for multiple in house brands. Coordinated the approval process with designers, printers and packaging engineers. Digitally delivered final files to vendors for worldwide production. Organized art libraries.

David Yurman, Senior Production Designer

2014

Sole print production artist for the in-house design team during launch of their SOHO flagship location. Created print advertising mechanicals for billboards, street banners, catalogs, magazine & newspaper ads & in-store signage. Created digital & physical composites & mock-ups. Responsible for maintaining studio equipment and managing supplies.

God's Love We Deliver, Freelance Graphic Designer

2014

Created signage, packaging, social media graphics and print ads for events through the public relations department. Created a line of bespoke holiday card templates customizable through a PHP database.

Tiffany & Co., Senior Computer Artist

2011—2013

Created international print advertising mechanicals for global markets including the Americas, Asia-Pacific and Europe. Prepared magazine, newspaper, outdoor advertising, OOH media, catalogs, public relations and business gift materials. Responsible for supplying final print files to vendors around the world in multiple languages adhering to brand guidelines and using campaign key art.