

Camille Motta

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Summary and Qualifications:

10+ years professional graphic design and production art experience.

Highly 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 Graphic Art and Design

Freelance Graphic Designer & Production Artist

1998—Present

Clients include a wide variety of industries including wellness, health and beauty, advertising agencies, entertainment, retail companies, events, promotional product advertising, marketing, public relations, financial services, spiritual and 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.

Peloton Interactive, Contract Graphic Designer

2020

Lead design and production of product user manuals, compliance product documentation and packaging materials including 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. Responsibilities included translating art onto dielines, typesetting, Pantone matching, PMS color correcting, UPC preparation, photo retouching and more.

Estee 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 lines of 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-design of label art for foreign markets to meet regulatory requirements. Extensive typography, copy editing and proofreading, color correcting and materials proofing. Pre-press QC.

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. Troubleshooted and coordinated the approval process with designers, printers and packaging engineers. Digitally delivered final files to vendors for worldwide production.

David Yurman, Senior Production Designer

2014

Sole print production artist for the design team. Created print advertising mechanicals for billboards, street banners, catalogs, magazine and newspaper ads and in-store signage. Created digital and print composites and mock-ups. Responsible for maintaining studio equipment and 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 available to their donors, customizable through a PHP database.

Tiffany & Co., Senior Computer Artist

2011—2013

Created international print advertising mechanicals for the markets of the Americas, Asia-Pacific and Europe including 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 campaign key art.