



Anthony Formisano

Graphic + Interactive Designer

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Objectives

- Design excellent work with a purpose
- Work independently or in a team to reach a successful conceptual design solution
- Help work environment grow in terms of productivity and camaraderie

Bio

I am a designer well-versed in web and print formats who uses both digital and traditional methods to make memorable marks and develop compelling stories through design.

Originally a New Jersey native, I received a B.A. in graphic and interactive design and music at Moravian College in Bethlehem PA. Currently, I work as a freelance designer taking on various projects for both studio teams and startup clients.

Besides working in the field of visual arts and communication, I spend my spare time as a musician. Both of these worlds clash beautifully in the form of my musical project, Hedera, for which I serve as a primary songwriter and art director.

Besides these activities, I enjoy drinking obnoxious amounts of coffee, reading comics, and acting occasionally in Shoprite commercials.

Education

- Moravian College, Bethlehem, PA
B.A. in Graphic & Interactive Design
B.A. in Music

Honors and Leadership

- Kappa Pi, Honors Art Society
 - Chapter President
- Moravian College Fall Art Show
 - Psychedelic Era, prize winner

Experience

- **Mind Your Design, LLC**
Freelance Designer, Fall 2016-Currently
 - Collaborate with creative director and lead developer on web and mobile design layouts
 - Help in development of designs through Craft CMS and Squarespace
- **Alloy5 Architecture + Design**
Intern-Spring 2016, Designer-Currently
 - Close collaboration with team and clients on web layouts, paying close attention to the balance of visual appeal and easy navigation
 - Conceptualize in all design stages for clients such as Yergey Brewing, Wade Associates, and Millpress Imports
- **Hedera (Band)**
Art Director & Musician, 2012-Currently
 - Create identity and brand guidelines
 - Develop promotional campaigns
 - Contribute in songwriting

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Premier Pro
- Adobe UX
- Adobe Audition
- Wordpress
- Craft CMS
- HTML, CSS, JS

Other Skills

- Drawing, printmaking, & photography
- Slack and Trello work environment
- Quickly adaptable and always learning