



# Christopher J. Alpino

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## Summary

Seasoned Graphic Designer with marketing communications, editorial and production experience. Known for my ability to strengthen brand awareness and solve information communication challenges through effective design. Established track record producing desired results on team and individual assignments with a high aptitude for adjusting to new industries and customer/product segments.

## Computer Skills

Expert working proficiency on Mac and PC of:

- Photoshop
- InDesign
- Illustrator
- Acrobat Professional
- QuarkXPress

Working knowledge of:

- Dreamweaver
- Flash
- HTML
- CSS
- Various CMS applications

Other skills include:

- Studio and product photography
- Pre-press and production
- Image and color correction
- Screen printing

## Education

### Corcoran School of Art and Design

Washington, DC  
BFA in Graphic Design

### Mercer County Community College

West Windsor, NJ  
AAA in Advertising Design  
AAB in General Business

## Honors

Corcoran School of Art and Design Dean's List  
Who's Who in Junior College Award  
Mercer County Community College President's List  
Mercer County Community College Dean's List

## Work Experience

### The Horizon Group

Warren, NJ

Web Graphic Designer 2011–Present

- Concept, photography and design of graphics for craftprojectideas.com, social media advertisements and e-blasts.
- Photography and image editing for: Retail product packaging, online retail websites, fashionartprojects.com and craftprojectideas.com.
- Creation and proofreading of PDF instructional sheets and templates.
- Web back-end for craftprojectideas.com and fashionartprojects.com using Joomla CMS, FTP and HTML.
- Management and organization of digital assets for web, packaging and production/component teams.

### CJA Design

Holmdel, NJ

Freelance Graphic Designer 2009–Present

- Publication, web, collateral and trade show booth design for Spirent Communications.
- Creative direction and layout for the 256 page book, *Why Be Something That You're Not*, published July 2010. Created print and web promotional material, various T-shirt designs and managed social network mediums.
- Layout of 12" albums, 7" singles, compact discs, cassettes and T-shirts for multiple independent music labels and bands.
- Art direction and design of web landing pages for Dropcards.com and multiple music and consumer web sites.

### Spirent Communications

Eatontown, NJ

Graphic Designer 2007–2009

- Developed, conceptualized, art directed and produced: Product logo identities, corporate branding, web and print-based marketing campaigns, advertisements, large-scale trade show graphics, product presentations, B2B mailers, posters, signage, T-shirts and more.
- Worked in tight synchronization with Copywriter and global Product Managers to generate and produce company collateral such as: Catalogs, brochures, network diagrams, white papers and data sheets.
- Effectively managed and produced graphic work for all three branches of Spirent, thereby eliminating a need to outsource work by 80%.
- Administered proofreading, communication with vendors, product photography, and ensured strict file organization on internal portal and servers.

### The Wall Street Journal

South Brunswick, NJ

Jr. Art Director 2003–2007

- Managed, created and developed full news pages, charts, diagrams, maps, photo-montages, typographic treatments, editorial graphics and page design publications by The Wall Street Journal and other Dow Jones publications.
- Assisted in directing other artists in meeting their deadline goals.
- Proofed and created revisions to editions before final transmission to printing plant.