



# 516.241.5008

## WORK EXPERIENCE:

**CA - Home and Small Office Division, Islandia, NY.**

February 2007 - December 2007

### CREATIVE DIRECTOR

Managed all outsourced freelance graphic designers, vendors and staff of eight employees. Directed and promoted adherence to CA's corporate identity standards and style guide. Developed and implemented strategic designs for consumer eCommerce Web sites, retail packaging, customer communications, promotional emails and PowerPoint sales presentations. Responsible for eCommerce Web site updates utilizing Adobe Creative Suite CS3 and CMS (third party content management system). Initiated the project tracking system Quickbase, in conjunction with programmers, to monitor the creative team's projects by routes to market for both US and worldwide offices, resulting in a seamless workflow solution.

**MILLENNIUM COMMUNICATIONS INC- Interactive Media Agency, Syosset, NY.** March 2001 - February 2007

### SENIOR WEB DESIGNER

Served as lead designer for a high-paced, deadline-oriented interactive marketing and advertising agency, with a staff of twenty-three. Facilitated workflow of marketable content from priority clientele, as well as the design and production of all web-based and print promotional materials. Executed clients' concepts across multiple phases of production-from pre-production, to creation, to final deliverable product. Designed graphics, Web sites and web pages, logos, and Flash animations that integrated marketing with interactive design for advertising, promotional incentives, and product launches utilizing a multidisciplinary approach. Worked closely with account executives, programmers and marketing team to ensure clients objectives are met and projects are delivered on time. **Client list includes:** eBay • George Weston Bakeries • Entenmanns • Kraft Foods • Wrigley's • Chase • Nabisco • Philip Morris • AOL • Cendant.

**COMPUTER ASSOCIATES - Global Information Services, Islandia, NY.**

February 1997 - March 2001

### WEB DESIGNER

Developed concept, layout, navigation and site flow of complex, high-end Web sites and applications, ranging from internal productivity tools to the complete creation and development of external client Web sites. Implemented interactive Web site elements, including multimedia productions, animations, and online applications, to promote client services and products. Worked closely with web programmers, sales representatives and client sources to manage all front-end e-commerce graphics for internal sites. Trained clients on administrative functions of the e-commerce application, Netcart.

**IAFRATE DESIGNS - Freelance Consultant, Seaford, NY.**

September 1997 - Present

### MANAGING CREATIVE DIRECTOR

Designed, created and managed web projects, through all stages of development, from solution definition, to concept development, through to final art production. Developed and built client relations, including client presentations and lead development of new business marketing, resulting in a successful ten-year freelance consulting business. Generated proposals, project estimates and scheduling for all clients. Created and directed multiple Google AdWords campaigns resulting in extremely high click through ratios.

## COMPUTER SKILLS:

### MACINTOSH:

Adobe Creative Suite CS3, QuarkXPress, Screentime, Transmit, HTML and working knowledge of CSS. Technical knowledge and extensive troubleshooting skills of Mac OS X operating system and related Mac peripherals.

### PC:

Microsoft Excel, Microsoft Power Point, Microsoft Word, Microsoft Outlook.

## EDUCATION:

ST. JOHN'S UNIVERSITY, Jamaica, NY.

BFA: Bachelor of Fine Art & Graphic Design

ASSOCIATION OF GRAPHIC COMMUNICATIONS, NY, NY.

Certification: Flash, Dreamweaver & Director.

## ONLINE PORTFOLIO:

[www.iafratedesigns.com](http://www.iafratedesigns.com)