**TIAGO PUGLISI**

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**OBJECTIVE**

To obtain a position on a team where I can utilize and expand my skills and abilities, while contributing to the

goals of the company. To motivate my teammates toward further growth and provide support.

**EXPERIENCE**

**Williams-Sonoma Inc., Rejuvenation | Portland, OR | 07/2021 – Present**

*Senior Designer*

* Designed and delivered weekly and quarterly on-brand emails and digital assets.
* Proactively collaborated with directors, and managers from marketing, copy, site and merchandising teams.
* Tracked and executed updates during the proofing and approval process in Figma and Airttable.
* Ensure creative aligns with site and other marketing channels.
* Coded emails and digital assets in HTML.
* Manually update HTML files with updated creative based on last-minute business changes.
* Maintained an organized digital file system for all email and digital assets.
* Updated and enhanced templates for all email programs including batch and blast and trigger programs.
* Colored correct or edited photo files in Photoshop as needed.
* Researched competitors and new best practices for email design/marketing.
* Participated in product development meetings with the managers, to learn and understand new concepts and ideas for the brand for the next quarters.

**HMH Agency | Portland, OR | 02/2020 – 06/2021**

*Production Designer*

* Collaborated with account managers, creative directors and copywriters.
* Participated in new project turnovers and weekly production meetings as part of the client's creative team.
* Worked with brand standards, guidelines to edit and produce new print layouts that promoted the client's brand and sales objectives.
* Translated creative briefs into visual expressions by offering compelling designs for print ads, web assets, and other design initiatives.
* Developed and designed new ads for client’s social media platforms such as Instagram and Facebook.
* Designed and conceptualized a new internal agency website for all employees.
* Worked efficiently through high volumes and met tight deadlines within established budgets.

**Northbay Products Inc. | Camas, WA | 10/2017 – 01/2020**

*Graphic Designer*

* Created new brand concepts and standard guidelines including logos, color palettes and typography, etc.
* Designed retail product packaging for more than eight different brands.
* Updated manuals with new line art designs.
* Built and maintained web design for different brands on various e-commerce platforms including Amazon.
* Crafted new season catalogs for marketing sales.
* Developed and designed new ads for our social media platforms such as Facebook, Instagram and Amazon.
* Designed enhanced brand content layouts for Amazon and feature call outs icons for photographed products.
* Shot and edited videos for multiple media platforms as well as participated in photoshoots as an Art Director.

**Town & Country Living | New York, NY | 01/2017 – 05/2017**

*Packaging Design Coordinator*

* Managed the packaging process and communicated with key stakeholders throughout the design to launch process.
* Monitored and managed project progress to ensure company’s brand timelines were met as well as the budget and quality goals; provided project status to the AVP of Design & Packaging Services twice a week on behalf of the Packaging and Merchandising Department.
* Worked with overseas factories to establish milestone dates.
* Assisted AVP of Packaging in managing the weekly workflow and allocation of tasks to the graphic design & production artists.
* Prepared critical documentation to begin package development and to track progress ensuring critical deadlines were met.
* Contacted suppliers and agents/factories to collect and gather all necessary package and product specifications.
* Proofed all graphic package design proofs carefully for UPC, distribution, logo application, copy and color.
* Organized, routed and facilitated approvals on all proofs throughout the design process including the design brief, initial concepts, mechanicals and film proofs.

**Lintex Linens | New York, NY | 02/2007 – 12/2016**

*Graphic Designer / Showroom Coordinator*

*Graphic Design Tasks:*

* Created highly conceptual ideas for new designs in patterns, logos, textiles and tags with excellent packaging design for new products that aligned with different brands.
* Participated in product development meetings with the management and sales department to present new concepts and ideas in color, fabric and packaging design for client approval.
* Coordinated and executed photoshoots for new packaging, marketing and website.
* Provided exceptional support when working with overseas factories to establish milestone dates.
* Proofed, in depth, all graphic, package and product design for quality and control.

*Showroom Coordinator Tasks:*

* Planned and organized strategic showroom layout for the twice-yearly home fashion marketing week.
* Formulated seasonal collections for our top wholesale department stores representing more than 1000 international retail locations. Selected merchandise by season, cost, lifestyle, fabric, color, pattern and function for their stores.
* Assisted sales manager with preparations for sales meetings, marketing week and customer appointments while maintaining an outstanding customer service focus.
* Supported sales manager with customer follow up, photographing samples and co-managed inventory.
* Organized incoming and outgoing samples to ensure the proper inventory was maintained and the show room was kept in an orderly fashion.

**EDUCATION**

**SUNY Empire State College**

**New York, NY**

Bachelor of Arts

Graphic Design

Fall 2017 – 2018

**CUNY LaGuardia Community College**

**New York, NY**

Associate in Science

Business Administration

2014 – 2016

**FIT Fashion Institute of Technology**

**New York, NY**

Certified Graphic Designer

2010 – 2012

**LANGUAGES**

English / Portuguese / Spanish

**TECHNICAL SKILLS**

Figma , Rhino, Adobe Creative Suite, and Microsoft Office Suite.