

Paul Skowronski

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About

Highly-motivated, creative and multi-disciplinary graphic designer, skilled in a wide spectrum of creative applications who thrives on producing results-driven, aesthetically-pleasing design products through collaboration with internal teams and external clients

Skills

InDesign	Microsoft Teams
Illustrator	G-Suite
Photoshop	Photography
After Effects	Publishing
Premier Pro	Printing
HTML/CSS	Project Management
Wordpress	Time Management
Office 365	Midjourney AI
Powerpoint	
UX/UI	

Education

Cuyahoga Community College

Associate of Applied Business, Cum Laude

Visual Communication and Design - Graphic Design

Experience

Specialist - Graphic Design 6/22 - Present

Nestlé USA - Solon, OH

- Collaborated with marketing and sales team to design and bring to fruition product and packaging mock-ups for consumer testing and sales presentations
- Maintained and updated product catalogs for meals, pizza/snacking, coffee enhancers and premium waters divisions
- Applied AI knowledge and capabilities to ideate unique recipe images for consumer testing
- Designed compelling point-of-sale materials
- Developed die lines for specialty print projects

Events Promotions Coordinator and Designer 5/18-12/21

Meister Media Worldwide — Willoughby, OH

- Conceptualized and designed event brand logos
- Designed large format trade show graphics and digital components
- Produced high-impact, results-driven marketing material
- Located and collaborated with printers near event venues for on-site graphics, showguides, and specialty graphics
- Built and deployed marketing emails through email builders and data management platforms
- Photographed trade show events, speakers, and attendees as well as on-site photo and video shoots for magazine and web feature stories

Graphic Designer 2/15 - 5/18

Meister Media Worldwide — Willoughby, OH

- Designed several ongoing monthly print publications reaching multiple markets and audiences around the world
- Developed logos and branding for multiple brands
- Lead designer for re-design and re-branding of AgriBusiness Global magazine
- Produced and maintained graphics, content, and user interfaces for several brand websites and newsletters
- Developed and updated social media graphics
- Produced and designed print and digital ad material for advertisers

Media Coordinator 3/07-5/08, 8/11-2/15

Meister Media Worldwide — Willoughby, OH

- Managed the production of several print publications, websites, and promotional items such as catalogs, flyers, and special inserts and editions
- Streamlined production procedures as a member of the Digital Workflow Improvement Committee
- Actively oversaw and implemented the transition between old and new web ad servers, while establishing a new and efficient web ad workflow
- Worked directly with printing companies to ensure a high level of quality of finished print products