



## BLAIR ROMAN | GRAPHIC DESIGN

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### EDUCATION

Bachelor of Science in Graphic Design  
State University of New York at New Paltz (May 2006)  
HTML Developer Certificate: w3schools.com (January 2009)

### SKILLS (MAC & PC)

Adobe CS4 (InDesign, Illustrator, Photoshop, ImageReady, GoLive) Quark, Dreamweaver, Flash, Fetch, Microsoft Word, Powerpoint & Entourage  
XHTML, CSS, Javascript & Flash Actionscript

BUSINESS NAME	DATE	FREELANCE PRINT EXPERIENCE
TOYS R US - DOTCOM DEPT. Wayne, NJ THE PARAMOUNT GROUP	10.09 - PRESENT	Designed Web Banner Ads, Landing Pages, Email Blasts, Downloadable Deal Sheets, mobile and social networking designs.
TOYS R US - CATALOG DEPT. Wayne, NJ THE PARAMOUNT GROUP	05.09 - 10.09	Designed page layouts for Toys R Us Big Book 2009 and collaborated on new FAO Schwarz catalog concepts and final design. As lead designer, on print and online catalogs, I worked with marketing and visual departments to direct photography and organize multiple projects.
EK SUCCESS / INKADINKADO STAMPS Clifton, NJ THE CREATIVE GROUP	05.09 - 05.09	Prepared pre-press files for branding stamps and packaging. (Two week freelance job)
TOYS R US / BABIES R US CATALOG DEPT. Wayne, NJ THE PARAMOUNT GROUP	06.08 - 12.08	Designed page layouts for nationwide catalogs and promotional materials. Worked with marketing and visual department to create initial layouts through to completion. Independently organized multiple concurrent projects, including photography direction and managing feedback while meeting deadlines.
SKIM GROUP Hoboken, NJ & European Offices	04.08 - 10.08	Designed trade show and marketing materials including posters, brochures, postcards, advertisements & email blasts. (OFF-SITE WORK)
EK SUCCESS / MARTHA STEWART CRAFTS Clifton, NJ THE CREATIVE GROUP	08.07 - 06.08	Conceptualized patterns and designs for scrapbooking papers and embellishments. Prepared pre-press files for papers, embellishments, and packaging. Worked with marketing to design store signage, trade show materials & email blasts for www.marthastewartcrafts.com.
TOYS R US - SIGNAGE DEPT. Wayne, NJ THE CREATIVE GROUP	06.07 - 08.07	Designed and illustrated gift cards, credit cards and concepts for Geoffrey's Birthday Club brand. Prepared pre-press files for store signage and giftcards.
MYRON MANUFACTURING Maywood, NJ	08.06 - 06.07	Created pre-press files for personalized corporate gifts, incentives, and rewards. Learned process of silk screening, hot stamps, and laser engraving.

BUSINESS NAME	DATE	WEB EXPERIENCE
INSTRAT, LLC Montclair, NJ	2009 - ONGOING	Logo, Powerpoint Presentation & Website Design for INSTRAT (innovationstrategies.net) - business consulting & seminars
BLONDIE-POP'S GEM SHOP Stroudsburg, PA	2009 - ONGOING	Logo & Website Design for BlondiePopsGemShop.com - Homemade Jewelry Design. Also designed business cards, address labels, & promotional materials.
BOSLAND'S LEARNING PLUS Saddle Brook, NJ	03.09 - ONGOING	Re-Designed www.boslands.com to create a more parent/child friendly design, incorporating monthly promotions and features. Created with XHTML, CSS, & Javascript
DECORATING WITH FLAIR Newburgh, NY	2008 - 2009	Logo & Website Design for both DecoratingWithFlair.net and their subdomain Hampers With Flair. Also designed business cards, hang tags & other marketing materials to promote boutique store.
1 WOLF PACK New Jersey	2007 - 2008	Logo & Website Design for 1wolfpack.com - an affiliate site. Also designed, business cards and other promotional material.