

James S. Donessoni

Senior Graphic Designer

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Professional Summary

A highly motivated, uniquely qualified, advanced level **Senior Graphic Designer** seeking to leverage my 15+ years of extensive experience, whose creative skills will increase product visibility and improve company image. Eager to join a dynamic, cohesive team where I can enhance the Company's key performance indicators, while continuing to grow personally and professionally. Organized, dedicated, passionate, responsive, enthusiastic, detail oriented, multi-tasking, adaptable, and exceptional ability to meet all deadlines.

Skills

- Team Leadership/Mentorship
- Layout & Composition
- Typography
- Visual/Conceptual skills
- Preflight print-ready art files
- Logos & Visual Identity
- Video Editing & Effects
- Illustration Vector/Raster & Traditional
- Email Blasts & Social Media
- PowerPoint Presentation(s) design
- Package Design
- Web Design/Development

Technical Summary

- **Design:** Adobe Creative Suite, InDesign, Photoshop, Illustrator, Adobe After Effects, G-Suite tools, Microsoft Office Suite, Windows, MacOS.
- **Web Design/Development:** HTML, CSS, SEO, Bootstrap, Wordpress, Squarespace, Mailchimp.

Professional Experience

- | | |
|-------------|---|
| 2016 - 2024 | Senior Graphic Designer, Laborers' International Union N. America <ul style="list-style-type: none">• Created and delivered marketing materials, including events, signage, campaigns, publications, digital content, OOH, contributing to a 65% increase in member engagement and improved visibility across the organization and councils/funds.• Created recruitment and educational materials that contributed to driving 45% growth in follower engagement across platforms.• Designed the visual brand identity for the Feel the Care community outreach initiative, enhancing relationships and promoting empowerment.• Redesigned and executed a thorough social media graphic strategy, leading to a 25% boost in overall engagement. |
| 2012 - 2016 | Lead Designer Creative Director, Global View Communications <ul style="list-style-type: none">• Rebranded 10+ DEI recruitment campaigns, achieving a 20% boost in talent acquisition and improving client retention.• Directed/Mentored a team of 3 plus junior designers to complete 50+ projects per year, achieving a 98% client satisfaction rate.• Involved with the creation of presentations for meetings, and pitches communicating creative, and design concepts, to 20-40 clients. |

Education & Professional Development

Dean College - Associates of Science Computer Information Systems
New Horizons - Certification in Web Design & Development