



www.dmadeiradesign.com

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Mountainside • NJ



EDUCATION

KEAN UNIVERSITY
1997 - 2000

BFA VISUAL COMMUNICATIONS/
GRAPHIC DESIGN

UNION COUNTY COLLEGE
1995 - 1997

AA GRAPHIC DESIGN



Design is my passion.

Corporate identity and branding
are my forte.

24 years of creative experience

Seeking a
creative position



EXPERTISE

TYPOGRAPHY

CONCEPTING

TEAM LEADERSHIP

Dorie Madeira

ART DIRECTION • GRAPHIC DESIGN

Award-winning creative expert with dynamic experience developing the voice of major international brands. Innovative designer of sophisticated digital and print campaigns that support client objectives and promote company growth.

AREAS OF EMPHASIS:

- Typography
- Logo Design
- Digital Media
- Corporate Identity & Branding
- Advertising
- Packaging Design
- Presentation Design
- UX/UI Design
- Catalog Design
- Storyboarding

Professional Experience

BROBEL DESIGN | SR. DESIGNER | JULY 2021 - JULY 2023

Designed various digital media pieces and print pieces for high profile clients such as Audible, Audible Canada, Kids Discover and Time.com.

MCCANN HEALTH NJ | SR. ART DIRECTOR | NOV 2020 - MAY 2021

Collaborated with art and copy teams to create uniquely branded communications that reflected the personality and strategy of global healthcare brands.

Crafted branded promotional materials for healthcare professionals to promote brands such as Tremfya and Simponi Aria.

AT&T | DESIGNER | MAY 2020 - OCT 2020

Created promotional, entertainment-based artwork for DIRECTV including website marquis, television guide banners and television screen savers.

Collaborated with art teams to design compelling online banner promotions for DIRECTV and AT&T customers.

RYMAX | PINE BROOK, NJ | 2002 - 2019

RYMAX | CREATIVE SERVICES DIRECTOR | 2015 - 2019

Outlined and cultivated the creative voice and visual identity for Rymax, while leading the creative services team.

Coproduced promotional materials with marketing team, including social media manager and PR supervisor to ensure consistent messaging alignment with brand standards.

Collaborated with senior management and director of digital design to create Rymax internal website rewards platform.

Advanced the visual and strategic development of high-profile client incentive reward programs and campaigns.

Oversaw all company creative and visuals alongside the Rymax president to ensure consistent identity and branding.

Collaborated with leaders and key members from sales, marketing, human resources, and the executive team, while balancing client and stakeholder needs, and transforming creative briefs into compelling visuals.



TECHNICAL SKILLS

ADOBE ILLUSTRATOR
 ADOBE PHOTOSHOP
 ADOBE INDESIGN
 ADOBE PREMIERE PRO
 ADOBE AFTER EFFECTS
 MICROSOFT POWERPOINT
 MICROSOFT WORD
 MICROSOFT EXCEL
 SKETCH



RELATED SKILLS

PHOTOGRAPHY
 IMAGE RETOUCHING
 SOCIAL MEDIA DESIGN
 CREATIVE COPYWRITING
 PROJECT MANAGEMENT




MISCELLANEOUS

BILINGUAL IN ITALIAN

“ Art is
 what happens
 when you learn
 to dream. ”

-David Bowie

RYMAX (continued)

	<p>Redesigned Rymax employee recognition program, including internal communications and development of program parameters with Human Resources Team.</p> <p>Winner of 2018 Graphic Design USA In-house Design Award for Rymax corporate brochure.</p>
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RYMAX | CREATIVE PROCESS MANAGER | 2008 - 2015

Led and inspired the creative team to develop innovative design solutions from initial brainstorming to final implementation.

Partnered with stakeholders to develop strategy and design aesthetic for presentations and proposals for clients.

Creatively collaborated with clients that included United Airlines, Mercedes-Benz, Volvo, BMW and Amgen to create exciting gift catalogs and promotional materials for their internal incentive reward programs.

Led all design of Rymax corporate advertising materials and trade show booths.


	<p>Provided on-site visual management of displays and visual merchandising for high-profile shopping events at the Borgata and Resorts World Casino.</p> <p>Winner of 2015 Graphic Design USA Award for redesign of Rymax corporate identity.</p>
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RYMAX | SR. GRAPHIC DESIGNER | 2002 - 2008

Developed creative for catalogs, advertisements, brochures and other promotional materials, as well as redesign of Rymax branding.

Supervised the creative team and collaborated with colleagues to develop and execute high-end creative collateral for clients that included American Express, BMW, Mercedes-Benz, Continental Airlines, Novartis, the Bellagio, and MGM Grand.

Provided art direction on photo shoots as well as image retouching.

	<p>Winner of 2007 Graphic Design USA Award for corporate identity design for Premium Installation & Design.</p> <p>Winner of 2005 Graphic Design USA Award for redesign of Rymax corporate logo.</p>
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JOSÉ EBER SALON | ART DIRECTOR | MILLBURN, NJ | 2015 - 2018

Instrumental in launch and promotion of Millburn salon from initial construction of salon space to grand opening.

Designed all interior and exterior signage, shelf talkers, service menus, posters, post card promotions, invitations, as well as advertising design for local and industry magazines.