

# VANESSA PAOLANTONIO

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## PORTFOLIO

[www.vanessapaolantonio.com](http://www.vanessapaolantonio.com)

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## PROGRAMS

- Adobe CC: Photoshop, Illustrator, InDesign, Flash
- Sublime Text, TextWrangler
- ExpressionEngine CMS
- Balsamiq
- Microsoft Office
- iMovie

## PROGRAMMING LANGUAGES

- HTML5, CSS3, jQuery, Javascript

## EXPERTISE

- Typography and Branding
- Design and Conceptualization
- Web Development
- UX and Mobile/Responsive Design
- Animation: Web and Large Screen
- Workflow Management
- Prepress and Post-production

## WEBSITES

- [www.thetrevorproject.org](http://www.thetrevorproject.org)
- [www.devaphysicaltherapy.com](http://www.devaphysicaltherapy.com)
- [www.thelatrilogy.com](http://www.thelatrilogy.com)

## PRESENT EMPLOYMENT

2015–Present: The Trevor Project, New York, NY

### SENIOR MARKETING DESIGNER

- Implementation of The Trevor Project's branding and messaging across all marketing collateral, digital platforms, and social media. Design of digital, print, and video animation collateral for donor, education, and advocacy outreach campaigns; fundraising and gala events; and Trevor's annual report microsite. Conceptualization and design of social media awareness campaigns across Instagram, Facebook, and Twitter.
- Web design and development of The Trevor Project's education hub, annual report microsite, and Impact Circle annual fund program webpages. Daily website maintenance for [www.thetrevorproject.org](http://www.thetrevorproject.org). HTML email template design and development.
- Branding redesigns of The Trevor Project's annual fund programs Impact Circle and Friends of Trevor including logos, web icons, and collateral. Establishment of audience-targeted design and messaging for both LGBTQ youth and Trevor donors.

2011–Present: New York, NY

### FREELANCE DEVELOPER/DESIGNER

- Design, development (mobile, tablet, and desktop), content writing and editing for [www.devaphysicaltherapy.com](http://www.devaphysicaltherapy.com)
  - Design promotional materials and t-shirts for health/wellness companies Evolution Pro Fitness and Deva Physical Therapy
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## PAST EMPLOYMENT

2010–2015: Tor Books, New York, NY

### SENIOR DEVELOPER/DESIGNER

- Design trade covers including thrillers, westerns, and historical fiction under the Forge imprint; children's and young adult titles under the Scarscape and Tor Teen imprints; and movie and TV tie-ins
- Design and development of responsive promotional microsites for books and series
- Commission illustrators for original cover art. Attend monthly sales, marketing, and cover concept meetings

2008–2010: Tor Books, New York, NY

### JUNIOR DESIGNER: MASS MARKET

- Design of mass market covers including original, series, and hardcover adaptations. Redesigns of backlist titles, giving covers a fresh look

2005–2008: Tor Books, New York, NY

### ART DEPARTMENT ASSISTANT

- Design hardcover, trade paperback, and ARC book covers, contributing to an extensive list of bestselling novels
  - Track projects in and out of house, meeting stringent deadlines
  - Serve as liaison to editorial, publicity, subrights, and production departments
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## EDUCATION

2001–2005: Florida State University, Tallahassee, FL

**Bachelor of Science in Studio Art, Minor in Women's Studies**

2014: Noble Desktop: **Web Development Level 1; Mobile & Responsive Web Design; User Experience Fundamentals; General Assembly: Javascript Workshop**

CrossFit Level 1; National Academy of Sports Medicine:  
**Certified Personal Trainer, Corrective Exercise Specialist**