

## education

**The Art Institute of Atlanta**  
Atlanta, Georgia  
**BACHELOR OF FINE ARTS**  
**GRAPHIC DESIGN**  
Received June 2010  
CUMULATIVE GPA: 3.9

**Georgia State University**  
Atlanta, Georgia  
August 2005–May 2008  
Coursework Completed  
Towards BFA Graphic Design

## accomplishments

**RWC RECORD SALES QTR.**  
**IN COMPANY HISTORY**  
Lead Design Efforts  
F'17 Q1 (July–Sept. 2016)

**RIMS 2014 CONFERENCE**  
Best in Show  
March 2014

**FMAINSTREAM.COM**  
Website Feature  
2013

**OZ MAGAZINE CREATIVE INDEX**  
“How I Got into the Business”  
August/Sept. 2012

**2011 AIGA SEED AWARDS**  
Gold Winner–Student Motion  
June 2011

## skills summary

Adobe Creative Suite CC, Microsoft Office, Print Production/Vendor Management, Project Management, Corporate Branding, Screen Printing, Social Media, Basic HTML, Wordpress, Front-end Web Maintenance

## experience

**Senior Graphic Designer—**  
**Reliance Worldwide Corporation**  
ATLANTA, GA—March 2016–PRESENT  
Lead graphic designer for all global brand materials ranging from small print collateral to global tradeshow. Manage and mentor junior designer, assisting in career growth. Communicate with external vendors to maintain brand standards and print quality. Integral part of new Fiscal 2017 quarterly campaigns. F'17 Q1 campaigns increased tracking 18% with transition fittings (vs. F'16 Q4) and 17.4% with Tank Booster Pro (vs. F'16 Q1), leading to the highest sales quarter in company history. Developed in-store signage package for 1730 Lowe's retail locations for high profile \$75M+ new product launch. Directed Lowe's Visual Merchandising team to influence design and align RWC and Lowe's objectives.

**Graphic Designer–Wholesale—Carter's**  
ATLANTA, GA—August 2015–March 2016  
Lead designer for all Carter's wholesale accounts, including Kohl's, JCPenney, and BonTon. Updated in-store branding in Babies “R” Us, working to create a new, fresh in-store experience while maintaining the brand. Worked with account executives to execute multiple projects within budget and tight deadlines. Designed promotional materials featured in nationally distributed circulars and created in-store collateral to complete sale experience. Worked with merchandising team on sales meetings to create an impactful brand presentation, increasing wholesale purchasing sell-ins at market.

**Art Director—Crawford & Company**  
ATLANTA, GA—January 2014–August 2015  
Integral part of core global marketing team responsible for the corporate re-branding of parent company and all nine subsidiaries. Managed up to 25 open projects daily, ranging from small web projects to large tradeshow booths. Lead contact for executing rush jobs with 100% accuracy. Responsible for leading five different groups of developers, working on mobile applications and product portals and consulting on UI from a design standpoint. Designed brochures and pitch materials for sales presentations, resulting in a 75% win-rate when using designed materials. Lead efforts in implementing organizational procedures to increase design quality and efficiency. Contributed to award-winning design for the leading industry 2014 conference, Risk and Insurance Management (RIMS).

**Major Accounts Digital Media**  
**Designer—AutoTrader.com**  
ATLANTA, GA—AUG 2010–DEC 2013  
Operated directly with sales and dealerships to create rich media designs advertised on AutoTrader.com. Focused core responsibilities on the highest-spending dealership groups, ensuring all graphics were current and prioritized. Reviewed and executed between 20–30 designs per day. Worked pro-actively with clients to manage graphic assets, update expired materials, therefore reducing superfluous work up to 10%. Collaborated with IT to streamline department processes, decreasing costs and maximizing efficiency.



**marta**

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