

Joseph Sergenian

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Graphic/Web Designer

about

I currently own and fully manage a small business that designs and produces greeting cards and related gift products for the gift shop industry.

As a small business owner I perform all business operations as well as art and design functions.

I'm here looking for a new path where I can focus on the design work I love and leave the tax and payroll duties of a small business owner to the experts (my family).

education

Edgewood College

Bachelor of Arts, Graphic Design 2001 - 2005

work links

JoeSergenian.com

Portfolio website

FreeAgentRealty.com

Logo, website design & execution

MinaLeeStudio.com

Website design, execution, and management, design of all Middle Child Made cards, many Mina Lee Studio greeting cards

P5Painting.com

Website design & execution

DiggityDogBakery.com

Packaging design, promotional materials, website graphics

work experience

Mina Lee Studio

Madison, WI

Owner/Artist 2011 - Present

All the duties of the graphic designer as well as purchasing, planning, budgeting, accounting, payroll, and taxes

Graphic Designer 2007 - 2011

Catalogs, website design/managment, email newsletters, product design (greeting cards, stationery, gift items), tradeshow booth designs, marketing materials

Enzymatic Therapy

Green Bay, WI

Web Designer Jan. 2007 - Oct. 2007

Website design, HTML email newsletters, as well as all roles performed as Associate Web Designer

Associate Web Designer Oct. 2006 - Jan. 2007

Online banner ads, art and development department liason, website graphics, website content management

Graphic Design Intern Jan. 2006 - Oct. 2006

Brochures, point of purchase materials, ad slicks, sell sheets, product photography

skills

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, Acrobat)

HTML, CSS, Wordpress

Quickbooks