

PAMELA RAVETIER

Design Director

WESTFIELD, NJ 07090 » 201-725-8554 » LINKEDIN » PAMELARAVETIER@GMAIL.COM

OVERVIEW

Defining and directing the creative vision for client communications, Ms. Ravetier helps B2B companies tell compelling stories that build brand recognition and customer loyalty. Her strategic approach includes active listening, deep data analysis, and comprehensive research. By collaborating with key stakeholders and across teams, Ms. Ravetier has helped mid-market and enterprise firms grow engagement, increase demand, and enable sales teams to more effectively communicate brand value.

AREAS OF EXPERTISE

- › Analyze brand goals to identify design opportunities
- › Articulate vision to key stakeholders
- › Establish best practices and refine process
- › Manage project scope, schedule, budget and team
- › Connect with engaging storytelling
- › Build relationships with clients, teammates and vendors

SPECIALIZED ASSET TYPES

- › Brand Identity
- › Editorial
- › Responsive Web
- › Custom Content
- › Personalized and Interactive Assets
- › User Experience
- › Data Visualization
- › Videography

EDUCATION

BFA Graphic Design Hartford Art School, University of Hartford

PORTFOLIO

pamelaravetier.com (access code: "see")

SOFTWARE

- › Adobe Acrobat
- › Adobe Express
- › Adobe Firefly
- › Adobe Illustrator
- › Adobe InDesign
- › Adobe Photoshop
- › Ceros
- › Figma
- › Involve.Me
- › Microsoft Office
- › Slack
- › WordPress Blocks, Divi, and Elementor

CLIENT SECTORS

Accounting, Tax, and Consulting Services;
CPG; Education; Fintech; Healthcare; IT Services;
Live Events; Manufacturing; SaaS; Security; Sustainable Waste Management

EXPERIENCE

Design Director » EMERALD STUDIO » HASBROUCK HEIGHTS, NJ » 2016-2026

Led design for over 30 brands and generated an average of \$2 million+ annually in content sales, grew accounts and supported clients like Equiniti, Intel, Nasdaq, RSM, and Veracode.

- › Executed client's branding goals on assets across several teams; identified and addressed main obstacle; designed assets with corresponding style for brand recognition.
 - › Used data analysis, research, and interviews to align design with client priorities.
 - › Built online content hubs with asset specs and samples for use by multiple stakeholders.
 - › Supported sales with creation of enablement materials, and recommendations for ROI.
 - › Crafted over 1000 assets and guided production for 100+ more with designers and developers, including a range of interactives, videos, assessments, reports, and more.
 - › Generated new revenue stream for design-only work after earning client acclaim and trust.
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Art Director » EDGELL COMMUNICATIONS » RANDOLPH, NJ » 2006-2015

Created the visual message across multiple channels for B2B brands including *Consumer Goods Technology*, *Hospitality Technology*, and *Mobile Enterprise*, which elevated the user experience and expanded engagement.

- › Boosted brand recognition with redesign of 2 integrated media brands' identities; unified application across ads, apps, digital issues, magazines, media kits, social media and websites.
 - › Increased traffic significantly after redesign of 6 brand websites.
 - › Extended audience engagement and advertiser opportunities with new digital magazine format; developed structure and design system; trained designer on templates; produced several issues.
 - › Provided a new resource for attendees of in-person events in the form of a mobile app; designed layout for the interface; modified app for other brands; trained designer on templates.
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Art Director » POINT FIVE DESIGN » NEW YORK, NY » 2000-2005

Curated artwork and design for niche, academic and non-profit publications including *Linguafranca*, *Ms.*, *Poets & Writers* and *Space Illustrated*, as well as developed brand systems and coordinating material.

- › Created award-winning brand identities and application across collateral for Brooklyn Law School, Kismet Films, and New York University Child Study Center.
- › Avoided costly reprints on press through effective quality control practice.
- › Commissioned my selected group of illustrators and photographers for engaging art creation.
- › Promoted studio growth through compelling marketing, stellar design, and relationship building.