

Theresa Paesani

PROFILE

Design professional with over ten years experience in graphic design, photography, document management, and behind-the-scenes theatre production. A self-driven, proactive, and creative professional who grasps and then masters new concepts quickly to develop and deliver compelling designs on schedule that drive growth and meet client objectives.

Primary strengths include:

- Innovative designs and concepts based on sound layout principles and concepts
- Superior organization skills with acute attention to detail to manage simultaneous projects within demanding deadlines
- Generate clever and engaging ideas for projects, visually and linguistically
- Team-spirited professional with strong communication skills
- Basic web design: HTML, CSS
- Photography and image editing (retouching, merging, layering, color correction)

SOFTWARE PROFICIENCIES

Adobe Creative Suite: Photoshop, Illustrator, InDesign, DreamWeaver, Lightroom

Office Suites: Microsoft Office (including Word, Excel, PowerPoint), Apple iWork, Google Workspace

Web-based Platforms: SquareSpace, MailChimp, Kindful

Social Media: Facebook, Instagram, TikTok, Twitter, YouTube

PROFESSIONAL EXPERIENCE

Princeton University, Princeton, NJ

2015 to present

Graphic Designer

Collaborate and brainstorm with the Office of Communications to design creative marketing materials, advertisements, and logos for university departments and organizations. Large-scale projects include designing and developing annual reports, newsletters, and executive presentations for the Center for Health and Wellbeing, Bobst Center, and Princeton Plasma Physics Laboratory.

Independent Graphic Design Contractor

2008 to present

Create and design original graphic artwork and designs including: marketing, advertising, branding, promotional materials, presentations, logos and website enhancements for a variety of small business owners and entrepreneurs.

Universal Orlando Resort, Orlando, FL

2021 to present

Costume Specialist

Maintain costume inventory and organization. Follow procedures to launder costumes nightly. Pull presets and deliver costumes as needed. Repair costumes as needed. Ensure organization and safety across work areas.

Holy Innocents Parish, Philadelphia, PA

2014 to present

Graphic Designer

Create and design materials, including writing and editing copy, that support the advancement initiatives of the school and parish. Manage and update parish and school websites. Design email templates. Assist in managing donor database. Re-designed websites to be more user-friendly with improved interface. Create annual report.

Cirque du Soleil – Volta, U.S. tour

2018 to 2020

Dresser / Usher / Merchandise

Preset costumes. Assist artists with quick changes and dressing. Repair, organize, wash costumes. Direct guests on site and answer inquiries. Process merchandise transactions. Assist with tear-down/set-up. Design and create show stickers, t-shirt, and up-cycled paper decor for tour staff.

Cabrini University Theatre, Radnor, PA

2013 to 2017

Manager of Social Media and Graphic Design

Design playbills, posters, and advertisements for each show. Photograph theatrical performances. Manage the social media pages and develop marketing strategies to promote productions and engage followers in the events.

Ashley Gerrity Photography, Philadelphia, PA

2015 to 2016

Photographer's Assistant

Set-up equipment; manage daily schedules; backup/organize files; select photos for reception slideshow, assemble albums; manage digital assets.

EDUCATION

Cabrini University, Bachelor of Arts in Graphic Design

May 2014