

# ALI PENORO

## WEB & GRAPHIC DESIGNER

My passion for design is what keeps me inspired. As someone who loves and grew up in sports, I am competitive, hard working team player.

## WORK EXPERIENCE



### SR WEB DESIGNER

#### Westgate Resorts

// Nov 2014 - Present

- ✦ Designing and developing marketing/advertising creatives for use across 26 resorts in key areas to support the \$70 million hotel sales division.
- ✦ Research and implement the latest design trends.
- ✦ Consult with internal team to create cohesive branding that reflects our corporate culture and goals.
- ✦ Design custom web pages focusing on user experience.
- ✦ Work on multiple projects while prioritize tasks to ensure timely completion.
- ✦ Put together different elements created by other professional, such icons, photographs and other components necessary for a successful design.
- ✦ Create other visual marketing resources for email, banner ads and social media campaigns.



### CREATIVE DIRECTOR/DESIGNER

#### Get AMP'd | AMPdesignz (freelance)

// May 2012 - Present

- ✦ Responsible for creating and developing print and web based media marketing/advertising for a broad range of clients such as OrangeTheory Fitness and Washington Kastles.
- ✦ Specialize in logos and marketing materials, including but not limited to: posters, business cards.
- ✦ Create illustrations and designs for merchandise.



### LEAD DESIGNER

#### Orlando Predators/Westgate Resorts

// Nov 2014 - Oct 2016

- ✦ Produced creative assets used for visual communications, including print, website, email campaigns, event branding, social media, etc.
- ✦ Implemented and managed the development of the team branding, set style guide, and redesigned the team logo and website.
- ✦ Produced static elements for games and events including LED and digital signage for both Amway and media billboards, print materials such as game day programs, team/dancer posters and banners.
- ✦ Created designs for merchandise such as t-shirts and fan swag.
- ✦ Helped gain and engage over 25 thousand social followers through creative imagery and marketing campaigns.
- ✦ Worked with more than 50 corporate partners to ensure their branding standards were met for all promotional and sponsorship elements in both digital and print.
- ✦ Worked with team executives, vendors and other outside resources as needed to ensure successful and timely production of materials and design.



### PRODUCTION ARTIST - GRAPHIC DESIGNER

#### Fashion Craft

// July 2013 - Nov 2014

- ✦ Formatted and prepared glassware and sticker templates in Illustrator for mass production orders.
- ✦ Worked on special projects: layouts, templates and other designs as needed in Illustrator and Photoshop.



## WHO AM I

- 10+ years of experience in various business environments.
- 5+ years of experience in graphic design.
- Proven track record of success.
- Exceptional work ethic.
- Strong attention to detail.
- Strong communication.
- Knack for building relationships.

## EDUCATION

### Adelphi University

B.S. Sports Management

### Briarcliffe College

A.A.S. Graphic Design

## SKILL ACHIEVEMENT

- ✓ ILLUSTRATOR
- ✓ PHOTOSHOP
- ✓ INDESIGN

Adobe Creative Suite • Microsoft Office Suite • WordPress • Joomla • CMS  
UI/UX • HTML • CSS • Email Marketing  
Social Media • Management

## CONTACT ME

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