

Gelisa HENRY

GRAPHIC DESIGNER

Gelisa Henry

631.813.3801

gelisa.henry@gmail.com

www.gelisadesigns.com

Specialty Areas

Involved in concepting and branding for HCP brands such as Playtex Sport, Skintimate, and Schick Women, across social, website, mobile experiences, video and photo shoots, digital campaigns and direct mail.

EDUCATION

Quinnipiac University Hamden, CT
MS in Interactive Media (UX) Concentration
Pending 2021

University of Bridgeport SASD, Bridgeport, CT
BFA Graphic Design
Graduation Year 2013

Bronx High School for the Visual Arts, Bronx, NY
Graduation Year 2009

College Now, Bronx, NY
Completed Principles of Effective Writing
Completed Economics

Bronx Museum, Bronx, NY
Spring 2008 class of the student Curator program
Fall 2007 class of the student Docent Program

SKILLS

Photoshop, InDesign, Illustrator, Adobe Sketch, After Effects, Microsoft Office Word, Power Point, UX/UI Experience, and prototyping/mockup

Art Direction, Concepting, Project and Team Management, Collaborative Mindset

WORK EXPERIENCE

10/2018 – 04/2020

National Business Capital and Services, Long Island, NY
Lead Designer/Art Director

Responsible for company rebranding through new logo and branding, executed across website, eCRM, digital platforms, print, and social. Manage junior designers and contractor on various projects and tasks.

06/2013 – 03/2018

Beeby Clark + Meyler, New York, NY
Senior Graphic Designer

Create designs for social, mobile, video, eCRM, digital promotions, print, and DM.

12/2012 – 08/2013

Design Technologies, New York, NY
Graphic Designer Internship

Responsible for reviewing and updating existing collateral, including website, social, email campaigns, style sheets, customer sales and training presentations.

10/2012 – 05/2013

MAAC, Bridgeport, CT
Mentor

Mentored high school students and provided support and access to resources for the college selection and application process.

06/2012 – 08/2012

Crestwood Country Day Camp, Long Island, NY
Camp Photographer

Responsible for photographing the day-to-day activities, as well as larger camp events. Also created and maintained a digital library and updated website imagery frequently.

11/2011 – 01/2012

Star Service Ambassador at Macy's, Long Island, NY
Seasonal Manager

Responsibilities include supervising employees, driving sales credit goals, and resolving minor customer difficulties.

06/2011 – 08/2011

FR Agency/ KYA Entertainment, New York, NY
Graphic Designer

Provided design services and consulting on event planning and promotion, artist management and PR initiatives.