

MONSERATE SANTANA

Senior Production Designer

About

I'm an experienced senior production designer with over a decade of work in the creative industry. I've successfully managed multiple client campaigns, including BMW, Ad Council, World of Hyatt, and American Express. I am comfortable handling simultaneous projects and meeting tight deadlines. I'm eager to contribute my skills and experience to a role where they can be fully utilized and be further developed.

Experience

Senior Production Designer

Forsman & Bodenfors
August 2017 - October 2023

Produced and adjusted mechanicals according to specifications for out-of-home (OOH) campaigns and various publications.

Fine-tuned the work of graphic designers, ensuring that they were ready to export.

Collaborated closely with art directors, designers, copywriters, creative project managers, and other team members.

Prepared final "press-ready" files based on supplied specifications for several types of digital and print assets.

Made various formats of supplied artwork production-ready and resolved any artwork issues that arose during production.

Packaged and prepared files for mass production for all marketplaces.

Production Designer

Kirshenbaum Bond Senecal
August 2013 - August 2017

Worked closely with producers and the creative team during the design phase, finalizing design comps to spec for use by the development and production teams.

Prepared and delivered assets while maintaining digital template libraries.

Ensured that all assets met the highest standards of quality and consistency, and were optimized for web, mobile, and digital use.

Aided Art and Creative Directors in concepting for projects.

Followed a development timeline to ensure tasks were being completed on time.

Worked on a range of deliverables across the full suite of 360° digital marketing tactics including; Websites, Landing Pages, and Social.


Education

School of Visual Arts
BFA in Graphic Design
May 2006

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Keynote
PowerPoint
AdLayer
Project Management
Google Docs
Slack
Jira
Instagram
Facebook

Contact

 917.698.2054

 monseratesantana@outlook.com

 monseratesantana.com

 Manalapan, NJ