

Gina Gelardo

Larchmont, NY

Creative and multifaceted designer of consumer products, Graphic designer digital and print.
Strong expertise with a keen eye for layout, typography, composition, color, concept and surface pattern design. Detail oriented

Double G Designs, Graphic Freelance Designer, NY

2015-Present

Graphic Designer Branding/Marketing/Social Media Designer

Creative graphic design consultant providing brand right promotional graphic content to meet business advertising objectives.

Clients include but not limited to; **Fun Fuzion Children's Digital and Virtual Arcade New Rochelle, Howard Hanna Rand Realty, The Fuller Center For Housing, Cindy Grosz Real Talk Jewish Radio & Podcast Host, Ann Moses, Tiger Beat Magazine Editor & Book Author of Meow, My Groovy Life With Teen Idols, Keller Williams Realty, Mamaroneck Chamber of Commerce, Howard Hanna Realty, The Las Vegas Walk Of Stars, Girl Scouts Heart Of The Hudson, Dezant Signs & Printing**

- Responsible for brand right promotional print & digital content; posters, stationary, signage, infographics, door tags. presentation folders, labels, logos, hangtags, business & greeting cards, fliers, brochures, billboards, web banners social media post design, digital content, (Instagram, Facebook, Twitter)
- Work collaboratively with creative directors and team members to ensure that business goals are met.
- Successful in creating layouts and editing graphics for website and print.
- Provide ideas for designs that achieve business objectives.

Double G Designs, Consumer Product Designer, NY

2015-Present

Apparel, Accessory & Home Consumer Product Designer

Creative design consultant and brand builder of apparel, accessories and home consumer product, providing all aspects of design services for major brands beginning with seasonal market research, trend analysis and graphic design from concept through finished product.

Collaborate with clients to translate brand vision into profitable lines. Clients include but not limited to **Idea Nuova Home, Sam Salem and Son Home, Children's Apparel Network for Tahari Kids, Nuby International Brands, Garanimals, Magnetic Me, Bauble Bar Land & Sea (Wranglar), Jay Mills for Wonder Nation /Walmart, NY Accessory Group for Joe Fresh, Gerber, Kids Stop (Contact).**

- Responsible for launch design and merchandising of innovative seasonal coordinated collections for brand.
- Designed the product development process by selecting silhouette, fabric, trim, graphics, hangtags, packaging.
- Skilled in spotting the latest trends with a strong focus on silhouettes, color and prints.
- Clients include Dillards, Meijer, TJ Maxx, Kmart, Target, Ross, Stage Stores.

Stargate Apparel New York, NY

2013-2015

Senior Design Director/Apparel/Graphic Designer for a multifaceted junior & children's apparel company. Collaborate with the company's principal on line plan development designing exclusively for Quiltex, the company's staple generic brand of newborn, infant and toddler apparel including play wear, woven and knit dresses, outerwear, sleepwear and accessories (blankets, towels, swaddles)

- Responsible for launch design and merchandising of innovative seasonal coordinated collections for brand.
- Created the product development process by designing silhouettes & graphics: also selecting colors & trim.
- Teamed with technical, production and sales to build cost effective targeted collections.
- Responsible for the design pitch of licensed product to Baby Gund, Designs by Dena.
- Managed staff and freelance design teams.
- Research trends for product through online and competitive store shopping.
- Maintain daily communication with overseas factories with a strong focus on all aspects of the approval process to pre production samples.
- Domestic travel for sample shopping, presentations, creative and strategic brainstorming with licensors.
- Worked exclusively with buyers for special projects.

Celebrity International, New York, NY

2003-2013

Senior Designer/Manager/Graphic Designer for a major multi-faceted generic (Vitamins Baby/Kids) and licensed manufacturer of children's layette, newborn, infant and toddler play wear, sets, sleepwear, costume apparel, accessories, pet apparel and home (plush, storage bins, pillows, blankets).

- Strong expertise in designing cohesive seasonal lines from conception through execution of final product.
- Created graphics and all over prints for design development.
- Partnered with production, technical and sales teams to build cost effective and targeted collections.
- Designed and developed lines utilizing licensor style guide with skilled knowledge of licensed product and procedures.
- Managed graphic designers, associates and interns for special programs and production ready tech packs.
- Maintained daily communication with overseas factories and sample room with a strong focus on all aspects of the approval process to pre-production samples.

University of New Hampshire
Traphagen School of Fashion
Volunteer-Pleasantville NY Music Festival 2019
Tourneau- Seasonal Sales
Bloomingdales- Seasonal wrap and send

Adobe Illustrator, Photoshop, InDesign
Filemaker Pro, Microsoft Outlook, Canva
Social Media-Instagram•Facebook•Twitter