

FRANK DYSZLER

CERTIFICATES

Google UX Design Certificate

PROFESSIONAL SUMMARY

Marketing, e-commerce, B2B, B2C focused Graphic Digital Designer with experience with communicating consistent brand aesthetics. Has experience in banner design, e-mail, logos, typography, photo composition, creative thinking, color theory, and layout. Experience working collaboratively with all levels of designers, managers, marketing, proofreaders, and copywriters.

SKILLS

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| <ul style="list-style-type: none">• Photo Composition• Logo/Icon Design• Creative Design Layouts• Corporate Design• Marketing Materials• Design Strategies• eCommerce• InMotion• Animated GIFs• Banner Ads• Adobe Illustrator | <ul style="list-style-type: none">• Adobe Photoshop• Adobe Dreamweaver• Adobe InDesign• Adobe Marketo Engage• Figma• Miro• UX/UI Fundamentals• UX Research• Mockups• Wireframes• Prototypes | <p>Knowledge of:</p> <ul style="list-style-type: none">• Adobe Premiere Pro• Adobe After Effects• Adobe XD• Microsoft Office |
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WORK HISTORY

Freelance Designer/Design Consultant | 2022 – Present

HENRY SCHEIN, INC. – Melville, NY

Graphic Web Designer II | 2019 – 2022

- Lead designer for web-based content for Medical, InSource, 340B, and TDSC
- Partnered with outside vendors and served as a liaison with freelance designers
- Designed unique weekly emails, web banners, external display ads, landing pages, special campaigns, and social media ads for divisional campaigns

Web Designer | 2014 – 2019

- Designed and coded daily emails for external and vendor campaigns
- Designed quarterly web banners to be featured throughout the website to drive sales
- Built landing pages and performed weekly content updates
- Collaborated with marketing, managers, and other stakeholders by providing weekly project schedules and updates

PETCARERX, Lynbrook, NY

Senior Graphic Web Designer | 2012 – 2014

- Developed creative design for print materials, brochures, banners, and signage
- Designed and coded landing pages, microsites, emails, social media assets, and infographics
- Constructed logos, banners, icons, ads, white papers, and direct mail campaigns using print color management that added to monthly earnings
- Aided with on-site product photography
- Created landing pages and other marketing materials using HTML/CSS while staying within the monthly budget

EDUCATION

Briarcliffe College, Bethpage, NY
Bachelor of Fine Arts, Graphic Design

Katharine Gibbs School, New York, NY
Associate of Arts, Graphic Design