



Richard Scalzo Jr

29 Strawfield Road, Unionville, CT 06085 • 860 944-4693
richardscalzo.com • richardscalzo@gmail.com

Profile

Along with being an experienced graphic designer working in corporate communications, marketing, and branding, I am also a personable educator, conducting training to help people get the most out of their personal technology.

Education

University of Connecticut, School of Fine Arts

Bachelor of Fine Arts, Graphic Design

Connecticut School of Broadcasting

Training in radio and television announcing

Experience

Nurenu Brand Marketing, New Canaan, CT

SENIOR DESIGNER

September 2018 to present

- Initiate creative for client branding projects
- Design company logos and thematic styling used on social media, web graphics, promotional items, and collateral pieces
- Support web marketing for clients via Constant Contact (emails & newsletters) and WordPress (site updates & blog posts)
- Layout and design a wide variety of digital and print projects
- Produce and edit podcasts and videos related to client campaigns

Richard Scalzo Design

FREELANCE GRAPHIC DESIGN

April 2008 to September 2018

- Design, branding and creative consulting for local clients and the community

Lincoln Financial Group, Hartford, CT

ART DIRECTOR, MARKETING COMMUNICATIONS DEPARTMENT

March 1999 to 2008

- Develop and manage creative initiatives for all field communications and product collateral pieces through the application of corporate branding guidelines
- Supervise design staff and outside vendor relationships

Phoenix Home Life, Hartford, CT

SENIOR DESIGNER, CREATIVE SERVICES DEPARTMENT

August 1997 to March 1999

- Design sales and marketing pieces, displays, newsletters, logos, slide shows and web sites for sales force use and related to company sponsorships and name recognition
- Art direction of digital and traditional photography

Flagg, Brothers Inc., Norwalk, CT

SENIOR DESIGNER & MACINTOSH SYSTEMS COORDINATOR

May 1987 to August 1997

- Creation of a wide variety of corporate collateral pieces including ads, annual reports, brochures, corporate identities, displays, newsletters, logos, slide shows & web graphics
- Art direction of Junior Designers and outside photographers & illustrators



Richard Scalzo Jr

29 Strawfield Road, Unionville, CT 06085 • 860 673-9897
richardscalzo.com • richardscalzo@gmail.com

Related Experience

Apple Inc., Westfarms Retail Store

CREATIVE

April 2008 to September 2018

- Conduct training sessions and workshops utilizing a variety of techniques
- Create learning experiences for customers that help them get the most from their technology and connect them to other Apple products and services

SPECIALIST

October 2001 to April 2008

- Assist customers by helping them find the right technology to meet their needs
- Answer how-to questions about Apple products and services

Northwestern Technical Community College

ADJUNCT INSTRUCTOR, GRAPHIC DESIGN II - COMPUTER GRAPHICS

January to May 1999

Skills

- Adobe Creative Cloud applications, including InDesign, Illustrator, Photoshop, Acrobat, XD, Premiere, and Audition
- QuarkXPress
- Digital and Film Photography and Videography
- WordPress, Squarespace
- Constant Contact, MailChimp
- DropBox
- macOS, iOS, and all Apple software and hardware