



# anthony guasco

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## Experience

### American Lighting

2023–Current

#### Creative Manager ~ Denver, CO

Continues working with Sales, Product Development, and internal Marketing Team to create strategic branding materials. Direct creative for the parent company and three of its divisions. Led the efforts in standardizing and implementing the Team's creative process. Developed templates for the team to consider when going into a project like a brochure or flyer. Worked with the Marketing Manager to build out the Design Team.

2022–2023

#### Senior Graphic Designer ~ Denver, CO

Worked with Sales, Product Development, and internal Marketing Team to create strategic branding materials. Projects include but are not limited to catalogs, brochures, and trade show graphics. Revitalized parent company's look and feel. Created a Brand Guideline to codify that look. Provided direction to Designers within the Marketing Team. Contributed to the Marketing Team's operation assessment.

### Bona

2017–2022

#### Assistant Creative Manager ~ Denver, CO

Managed the day-to-day operations of a Team of three. Worked with the broader Marketing Team to create, facilitate, and delegate projects that include but are not limited to brochures, catalogs, packaging, and point of display displays. Pursued details for incoming projects for efficient creative briefs. Established and maintained project timelines. Provided direction with the Creative Manager.

### White Good

2013–2017

#### Art Director ~ Lancaster, PA

Designed and maintained creative strategy for up to 12 different brands in the luxury residential and commercial segments. Worked with those Marketing Teams on refreshing their brands. Other projects include but are not limited to Brand Guidelines, brochures, trade show graphics and promotional materials. Directed photoshoots. Advised Team Mates within the Creative Department.

### Charter Homes

2012–2013

#### Junior Graphic Designer ~ Lancaster, PA

Fine-tuned the look and feel for all creative materials such as brochures, site maps, signage, and digital campaigns. Created a Brand Guideline to codify that look.

## Education

### Millersville University

Graduated 2011

Bachelor of Art & Design with a Concentration in Graphic Design

## Skills

#### Software

Adobe Creative Suite (3–CC 2023)

Microsoft Office Suite

#### Project Management Software

InMotion Classic

Asana

Monday.com

#### Assorted

Set Design and Styling

Project Lead

Team Supervision

Print Production Management

Cost Estimating

File Standards and Organization

Submit and Process Invoices

Process Lead and Trainer

Inhouse Production