

Gina Danesi Trish

[multimedia] [communications] [design]

QUALIFICATIONS

Hard working, detail-oriented and results driven design and communications professional with excellent written, visual and verbal skills. Proven ability to lead, organize and problem solve in a diverse and intergenerational team setting. Forward thinking problem solver with strong technical and analytical abilities.

Design & Technical Skills: Project management and workflow, graphic design instruction and curriculum development, pre-production review, infographics, magazine, book & album layout, advertisement and tradeshow materials, corporate identity, social media advertising, digital ads, mixed media illustration, photography, digital photo editing, art installation, art instruction, user interface/experience (UI/UX) interaction design, information architecture, storyboards, prototyping mock-ups, wire-frames, style guides, cross-platform marketing solutions, Wordpress, quality assurance testing.

Marketing Skills: press releases, fund raising, event coordination, team scheduling and management, media outreach

Software Knowledge Base: Adobe CC Photoshop, InDesign, Illustrator, Acrobat, Lightroom, Photo Mechanic, Quark, Dreamweaver, MS Excel & Word, HTML & CSS, Wordpress CMS, Google Drive: docs, sheets, slides (full suite).

PROFESSIONAL EXPERIENCE

TECHNOLOGY AND DESIGN PROFESSOR, Centenary University, 2016-Present

Part time professor teaching undergraduate web design & development and History of Graphic Design. Developing a unique curriculum for each course, including best practices for interaction design on the web, coding HTML, CSS, Dreamweaver and Wordpress content management systems. History of Graphic Design course covers major design movements from the first printing press through modern day design theory combining lecture time with in-class projects related to specific design movements and major historical events. Courses prepare students for careers in communications and STEAM technology.

MULTIMEDIA DESIGNER, Independent Contractor, 2007-Present

Digital design and web development projects for education, technology, manufacturing, not-for-profits and political campaigns. Web sites, flyers, advertisements, infographics, social media content and ads. User interface/experience design. Prototype wireframes to high fidelity screens focusing on usability and interaction design. Client management includes all aspects of the design process from initial meeting to concept to completed product.

LEADERSHIP STORIES COORDINATOR, Blair Academy, 2016-Present

Working at an independent high school coaching students to record personal video leadership narratives as part of The Blair Leadership Stories Project. Shooting videos of 200 plus students annually. Studio lighting, sound and Canon equipment proficient.

Web site: www.blair.edu/leadership-stories

GALLERY DIRECTOR, GJ Cloninger and Co., Morris Plains, NJ 2001-2005

Manage daily operations and create innovative marketing and design solutions for established art gallery. Artist selection and orchestration of monthly rotating exhibits. Art installation, web and print design, orchestration of gallery openings, writing press releases and maintaining an art database. Assist with large corporate art commission projects.

SENIOR DESIGNER, Fidelity Investments, Boston, MA 1998-2001

Team lead for 401(k) client account management and planning web application. Direct a team of 3 web designers to drive and create innovative user interface design solutions. Create concepts and layouts to functional prototypes. Work with developers to ensure 100% design to code accuracy. Client meetings to initiate new designs and product solutions. Style guides, quality assurance and human factors testing.

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VOLUNTEER EVENT DIRECTOR, Bike to Beat Epilepsy, 2010 - present

Planning, organization, social/digital marketing and execution of annual cycling event benefitting the Epilepsy Foundation of New Jersey. Securing permits, coordinating with township committees and law enforcement to ensure a safe and successful fundraising event.

COMMUNITY PROJECT LEADER:**Blairstown Brown field Pocket Park Conversion Project, 2013**

Accomplished a village pocket park project wherein a remediated brown field town lot was revived into a community park with native and flood resistant plants and trees. Initiated concept, recruited and coordinated volunteers and presented concepts to the local government to secure open space funding, procure, plan, design, execute and maintain a community park.

Cedar Lake Farm Project, 2018

Currently working on a Licensing Management Plan with the NJ State Park Service to convert Cedar Lake Farm from a deteriorating property into a recreational facility for Township residents and visitors. Collaborating with other not-for-profit organizations such as the Ridge and Valley Conservancy and The Nature Conservancy. The license will allow the BEC to maintain the 100+ acre farm and develop trails and place markers for walking, hiking and equestrian use, biking, art and nature programs.

BOARD MEMBER, Blairstown Enhancement Committee, 2017 - present

NJ STATE LEGISLATIVE CANDIDATE, 24th District State Assembly, 2017 General Election

NEW JERSEY STATE COUNCIL ON THE ARTS SCHOLARSHIP RECIPIENT, 2006

Undergraduate studies:

THE GEORGE WASHINGTON UNIVERSITY, Washington, DC, Cum Laude

Bachelor of Arts Degree. Major in Fine Arts, Concentration Visual Communications. Minor in Art History. Alternate focus in Journalism.

Post Graduate studies:

THE TORPEDO FACTORY, Alexandria, VA (1997-98)

THE WORCESTER ART MUSEUM (1999-2000)

THE MONTCLAIR ART MUSEUM (2002-03)

PETER'S VALLEY SCHOOL OF CRAFT, Artist in Residence (2006)

PROFESSIONAL REFERENCES:

TRUSCHA QUATRONE, Executive Director, Emerge New Jersey - p: 973 519 0033 (cell)

DEANA LYKINS, Vice President, Government Affairs, Selective Insurance - p: 973-271-9504 (cell)

DEREK ROSEMAN, Chief Speech Writer, Governor Murphy - p: 1.609.203.4971