

ANDREA.ADAMSDECARLO@GMAIL.COM  
570.223.3602

**GRAPHIC DESIGNER**

WITH DECADES  
OF EXPERIENCE IN DESIGN,  
MY OBJECTIVE IS TO DELIVER  
VISUALLY IMPACTFUL SOLUTIONS THAT  
EXCEED CLIENT EXPECTATIONS. SEEKING  
OPPORTUNITIES WHERE MY UNIQUE  
SKILLSET CAN ELEVATE BRANDS,  
CAPTIVATE AUDIENCES, AND  
DRIVE MEANINGFUL  
ENGAGEMENT THROUGH  
COMPELLING VISUAL  
STORYTELLING.

**ANDREA DE CARLO**

**EXPERIENCE AND JOBS**

**SKILLS**

ART DIRECTION  
PACKAGING DESIGN  
WRITING & EDITING  
CONFLICT  
MANAGEMENT  
COMMUNICATION  
SOCIAL MEDIA  
MARKETING  
PHOTOGRAPHY  
PROMPT GENERATION  
TYPOGRAPHY  
DRAWING & PAINTING

## THANEY DESIGN GRAPHIC DESIGNER

### 2002 TO PRESENT

- COORDINATE ALL ASPECTS OF ADVERTISING AND MARKETING FOR CONCERTS AND EVENTS HOSTED BY VARIOUS MUSICIANS & ORGANIZATIONS
- DESIGN AND IMPLEMENT VISUALLY APPEALING WEBSITES AND SOCIAL MEDIA PRESENCES FOR NON-PROFIT ORGANIZATIONS & SMALL BUSINESSES
- EDIT COPY FOR CLIENTS TO ENSURE A PROFESSIONAL APPEARANCE AND THAT ALL MATERIALS REFLECT THE BRAND CLIENTS WISH TO DEVELOP OR MAINTAIN

## SING OUT! MAGAZINE ART DIRECTOR

### 2012 TO 2015

- MANAGE THE END-TO-END CREATIVE PROCESS FOR A FOLK MUSIC MAGAZINE FOUNDED BY THE LEGENDARY MUSICIAN PETE SEEGER, FROM INITIAL IDEATION AND STORYBOARDING TO FINAL PRODUCTION AND DELIVERY, ENSURING HIGH-QUALITY AND INNOVATIVE DESIGN DELIVERABLES
- PROVIDE ART DIRECTION FOR VARIOUS PRINT AND DIGITAL CAMPAIGNS, MAINTAINING CONSISTENCY IN VISUAL BRANDING ACROSS MULTIPLE PLATFORMS
- CREATED PRINT & DIGITAL ADS FOR BOOKS, MUSIC, CDS & OTHER PRODUCTS

# SOFTWARE PROFICIENCIES

## ADOBE CREATIVE SUITE

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- PREMIERE PRO
- DREAMWEAVER

## MICROSOFT SUITE

- WORD
- EXCEL
- PUBLISHER
- POWERPOINT
- OUTLOOK

## GOOGLE SUITE

- DOCS
- DRIVE
- SHEETS
- SLIDES
- CALENDAR

## OTHER

- KEYNOTE
- PROCREATE
- QUARKXPRESS
- SALESFORCE
- HTML
- CSS
- MIDJOURNEY
- CHATGPT

## CONTACT INFORMATION

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BEHANCE.NET/THANEYDESIGN

## EXPERIENCE (CONTIUED)

### SMARTIVITIES POTTER AND CLAY TEACHER

2020 TO 2022

- TAUGHT WHEEL-THROWING AND HAND-BUILDING SKILLS TO STUDENTS OF ALL AGES
- MANAGED STUDIO ORGANIZATION AND PRODUCTION DEADLINES
- PRODUCED LOCALLY-MADE HIGH-FIRE AND LOW-FIRE POTTERY TO SELL IN-STORE AND ONLINE
- PHOTOGRAPHED PRODUCTS AND EDITED PRODUCT PHOTOS

### MORAVIAN COLLEGE GRAPHIC DESIGNER

2009 TO 2011

- DESIGNED & PRINTED ADVERTISING FOR CAMPUS EVENTS AND CAMPAIGNS
- HANDLED PRINTING OF IN-HOUSE AND OUTSIDE JOBS USING LARGE FORMAT PRINTERS AND A VARIETY OF SUBSTRATES

I AM ONE OF ONLY A HANDFUL OF DESIGNERS CHOSEN FROM OUTSIDE THE ART DEPARTMENT TO WORK IN STUDIO SOUTH, MORAVIAN'S IN-HOUSE DESIGN TEAM.

### MANITO CENTERS RIDING INSTRUCTOR AND ELYSIAN FIELDS FARM CAMP DIRECTOR

2012 TO 2017

- TAUGHT RIDING LESSONS FOR BEGINNER AND INTERMEDIATE NEUROTYPICAL AND THERAPEUTIC RIDING STUDENTS, FOCUSING ON CLEAR AND GENTLE COMMUNICATION BETWEEN STUDENTS AND THEIR EQUINE PARTNERS
- WORKED WITH CHILDREN AND WOMEN TRAUMA SURVIVORS IN A TRAUMA-INFORMED EQUINE-ASSISTED THERAPY PROGRAM
- DESIGNED SUMMER CAMP CURRICULUM THAT EXPLORED THE INTERSECTIONS BETWEEN HORSES AND ACADEMIC SUBJECTS INCLUDING GEOMETRY, ANATOMY, GENETICS, ART, FINANCES, PRESENTATION SKILLS, AND RESEARCH SKILLS
- INTRODUCED CHILDREN TO THE BASICS OF EQUINE CARE AND MANAGEMENT AS WELL AS HORSEBACK RIDING

# PORTFOLIO

ANDRÉA DE CARLO



# GEMINI IRONWORKS & SIGNAGE

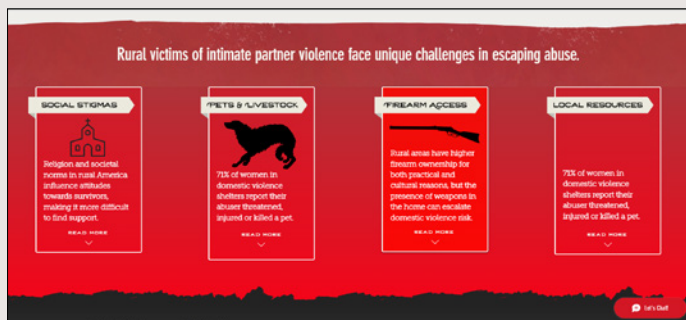


## *website design & branding*

For Gemini Ironworks, I designed a comprehensive website, developed all branding and social media marketing materials, and crafted compelling copywriting. The project showcased my ability to create a cohesive brand identity for a company specializing in signage and metalworking. From the initial design to final installation,

I ensured their business would make a striking first impression on clients.

# APPLES IN WINTER FARM



## website design & branding

For Apples in Winter Farm, I designed a comprehensive website, developed all branding materials, managed social media marketing, created fundraising product designs, and crafted all the copywriting. This project highlighted my ability to support a mission-driven organization dedicated to empowering smallholders escaping domestic violence. I helped communicate their vital work in providing transitional housing, resources, and support for survivors and their farm animals, fostering self-sufficiency, and a future free from abuse.

# CHALENE JOHNSON'S 30-DAY CHALLENGE

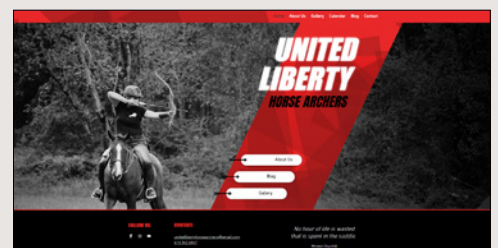
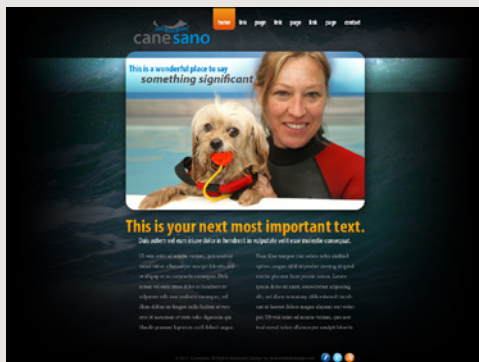


## website design

For Chalene Johnson's 30-Day Challenge, I designed a dynamic and user-friendly website. This project involved creating an engaging online platform that effectively supports and motivates participants throughout their journey. The website's design ensures an intuitive user experience, encouraging daily engagement and helping users achieve their fitness and personal development goals.



# VARIOUS WEBSITES



website design

I have been designing beautiful websites since 2004.



# BIKE & SOL

STOP IN & TALK TO  
OUR BIKE EXPERTS  
• SALES • SERVICE • E-BIKE CONVERSIONS •

**CHOOSE YOUR PATH**

MOUNTAIN  
COMMUTE  
GRAVEL  
ROAD

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BICYCLES IN STOCK

WE NOW CARRY **MINIWAY AVENTON**  
OF NEW ENGLAND  
WE SERVICE ALL BRANDS OF E-BIKES AND BICYCLES!

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sol**

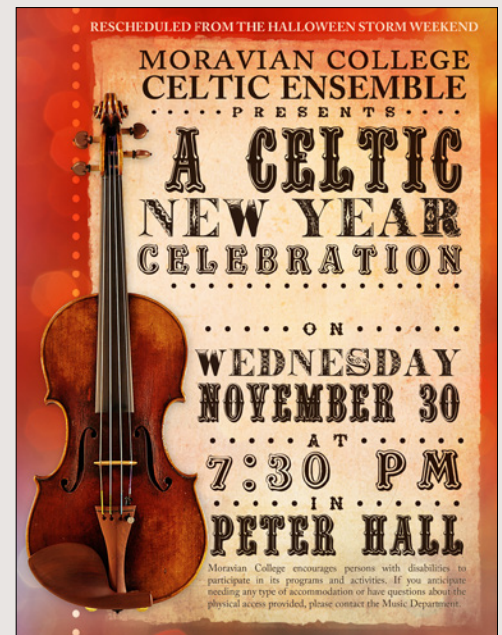
WHEELS, PEOPLE, COMMUNITY  
104 Main St. • East Greenville • 267.227.0340 • bikeandsol.com

## *print advertisement design*

I designed this eye-catching magazine ad for Bike & Sol, which was published in a Bucks County, PA-based magazine. This project showcased my ability to create visually compelling advertisements that effectively capture the attention of the target audience and convey the brand's message.



## VARIOUS EVENT POSTERS

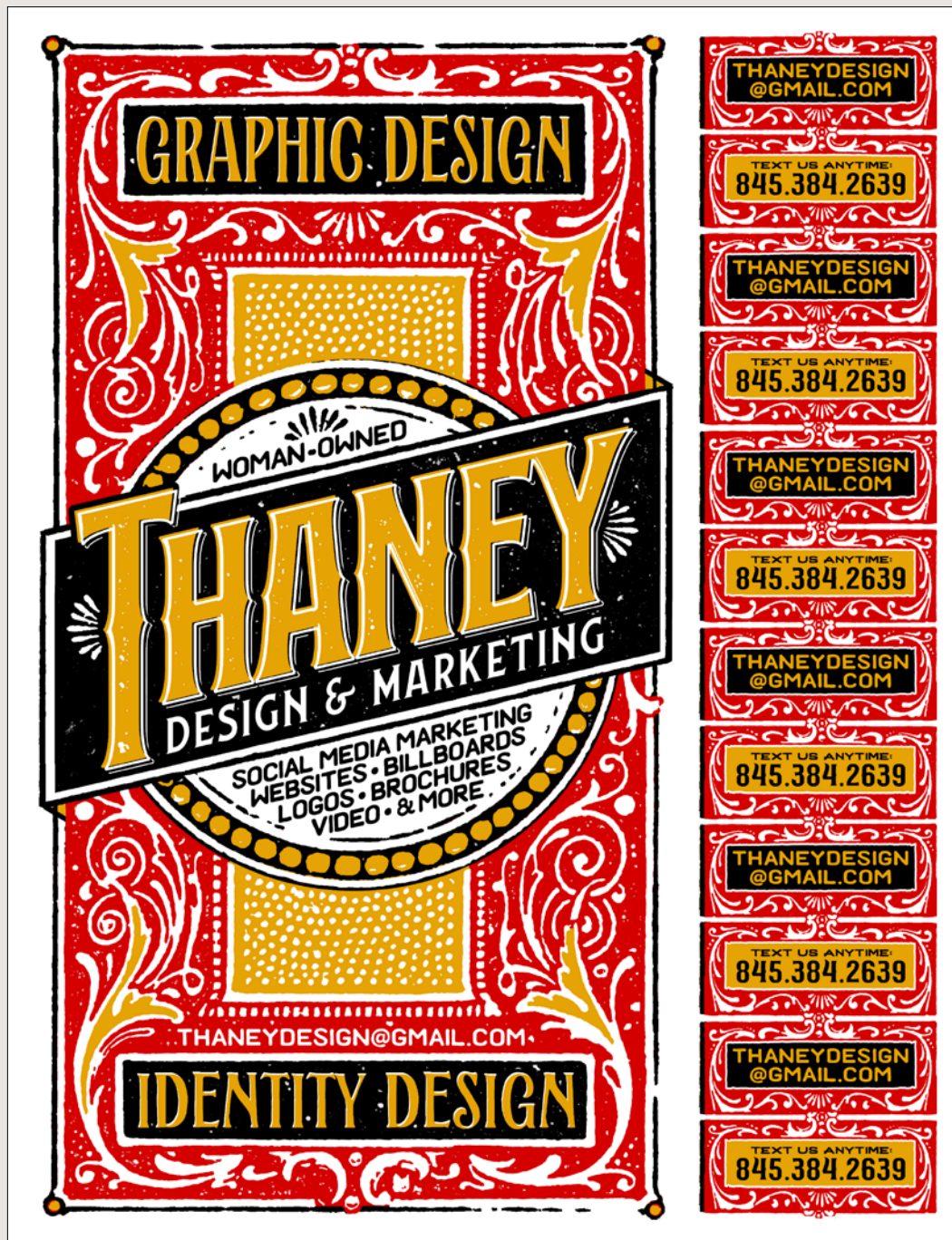


### *print advertisement poster design*

I designed vibrant posters for two Celtic Ensemble concerts at Moravian University, infusing them with traditional Celtic motifs and colors to capture the essence of the music. I also crafted a thought-provoking poster for a Multi-Faith Council event at the same university, featuring an image of a prominent Superfund site in the Lehigh Valley. This design aimed to visually convey the intersection between religion and ecology, sparking dialogue on environmental stewardship and spiritual reflection. These projects exemplify my ability to create impactful visual communication for diverse cultural and interdisciplinary contexts.



# THANEY DESIGN



## *print advertisement flyer design*

I designed a standout tear-off flyer to promote my freelance design services, blending bold typography and compelling visuals. The flyer's tear-off tabs streamlined contact information, making it easy for potential clients to reach out. This project demonstrates my ability to creatively market my skills and connect with clients effectively.



# THE END

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