

JOE PANELLA

15 Northview Place
Yonkers, New York 10703
914 588-6292
joe@joepanella.com • www.joepanella.com

Qualification Profile

Over twenty four years experience in design, print production, marketing and identity management
Highly proficient in Macintosh and IBM desktop publishing and illustration packages including: Adobe InDesign, Photoshop and Illustrator
Webmaster Certification - working knowledge of HTML, DHTML, Java script, Cold Fusion, Dreamweaver and Flash
Detail oriented
Capable and comfortable working independently, as lead designer or as team member

Experience

CITY OF YONKERS Yonkers, NY
8/14 - Present
Senior Graphic Designer

Responsible for all aspects of design layout and print production for all Citywide and public school projects
Manage the in-house graphics department responsible for producing a multitude of graphics design, layout projects and photography services citywide
Coordinate all citywide design projects from start to finish including
Design and produce social media and website graphics for all city projects and events
Serve as art/creative director for all citywide and public school projects and marketing campaigns
Conceptualize, design and produce visual presentations delivered by the Mayor including his annual State of the City presentation

YONKERS PUBLIC SCHOOLS Yonkers, NY
11/91 - 8/14
Art and Print Production Director

Responsible for all aspects of design layout and print production
Manage the in-house graphics department responsible for producing catalogs, manuals, brochures, handbooks, print ads, web site publication, etc.
Supervise and train on-staff and freelance graphic designers and student interns
Coordinate all district print projects from start to finish including spec writing, photo shoots, approval of all blueprints and initial press runs on high volume four color jobs
Conceptualize and produce trade show exhibits
Supervise on-site print shop, which produces approximately 60,000 copies per day; review and approve all jobs sent to print shop; manage the production schedule of print shop which services 42 schools and the central office administrative staff consisting of more than 25 departments
Provide design concepts for and work closely with Yonkers Public Schools webmaster on identity decisions pertaining to the YPS web site
Serve as art/creative director for all district wide projects and marketing campaigns
Design, schedule and supervise photo shoots with commercial and staff photographers
Conceptualize and produce visual presentations delivered by the superintendent of schools
Consult and advise smaller school districts statewide on many of the aspects listed above

Freelance Experience

Provide a wide variety of services including design, layout, photography and web site design/development. Consultation for developing a strong corporate identity system.

PARK PLACE PHOTOGRAPHY STUDIO, Bronxville, NY
SONY DESIGN CENTER New York, NY
GREENTREE GRAPHICS Peapack, NJ
DANSK INTERNATIONAL DESIGNS Mount Kisco, NY

Education

SKIDMORE COLLEGE White Plains, New York
2000 • Webmaster Certification
CONNECTICUT INSTITUTE OF ART Greenwich, Connecticut
1991 • Commercial & Fine Arts Diploma
NEW YORK INSTITUTE OF TECHNOLOGY Old Westbury, New York
1986 • Major: Architectural Technology

Honors

2008, 2004, 2003, 2000, 1997 and 1993 National School Public Relations Association (NSPRA) Award of Excellence in Design
1991 Alpha Beta Kappa Honor Society

References available upon request