



**LANE ZUMOFF**  
**Web + Print Design Solutions**  
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## PROFILE

Self-starting, adaptive Senior-Level Multidisciplinary Designer with 15+ years of diverse experience delivering holistic solutions and high standards in the multi-faceted areas of branding, campaigns, identity, motion graphics, concept design and illustration, web design and wordpress implementations, collateral, signage and email marketing.

## HISTORY

### **AAA Club Alliance** | Senior Interactive Designer | 08.11 – Current

- Produced numerous motion graphics and video presentations, identity and responsive email campaigns (Design & Code, Salesforce, Litmus).
- Established numerous departmental standards:
  - Led "Mobile First" responsive email design conversion process, which contributed to 28% lift in click-through rate.
  - Led implementation of HTML5 video email embeds
  - Co-developed custom CSS “display: block” solution ensuring zero table breakage across all email clients.

### **PHH Corporation** | Print and Interactive Graphic Designer | 08.10 – 07.11

- Web/Print position providing brochures, event displays, adverts, agent promotional packages, event CMS, microsites, flash banners, email marketing and logos.
- Led the “Mortgages Tamed” campaign website rebrand

### **signatureONEgraphics** | Director/Designer/Principal | 11.07 – 08.11

Co-Owned and Operated full-service Philadelphia design boutique specializing in branding development for startups. “sigONE” was a comprehensive marketing resource for 30+ businesses (Real Estate, IT, Law, Financial Services, Non-Profit, Food Distribution and Artist Representation). Campaign implementations, web and email design and execution, print collateral, signage, illustration, photo-retouching and production services including SEO, CMS implementations and Print Brokering.

- Managed Marketing Director, Assistant Designer and Production Assistant.
- Directly handled client presentations and new business acquisition.
- Designed 2424 Studios logo for the architectural metalwork by Fabricator Bill Curran.
- Concept Art published in the book ‘Creative Minds’ available at Amazon.com.

## **Weichert Realtors Liberty** | Art Director | 10.06 – 11.07

Served as multi-tasking hi-energy one-stop shop for ownership and 20+ agents. In 11.07 a partnership with ownership was formed (signatureONEgraphics) designed to accommodate their various ventures in the areas of title insurance, property management, financial services and construction.

- Replaced predecessor's flash site with SEO-friendly CMS, instituted SEO campaign, which led to 3rd place google positioning for Philadelphia realtor searches.
- Created coherent brands for higher-end clients while maintaining umbrella-entity adherence to Weichert brand requirements.
- Campaigns, Adverts, logos, brochures, email marketing, signage, print brokering/negotiating, liaison and technical support system for organization.

## **Knight Ridder** | Ad Designer | 02.06 – 10.06

- Ad layouts, design, photo-retouch, and typesetting for Philadelphia Inquirer satellite company. Knight Ridder was the 2nd largest newspaper in the U.S.

## **Campbell Soup Company** | Production Artist/Illustrator | 03.05 – 01.06

- Produced the "Warholization" illustrations for global internal marketing promoting Campbell's modern soup line.
- Vector recreations of original business line bitmap art, design overflow and mechanical preparation.

## **Yellowbook** | Ad Designer | 10.02 – 03.05

- Created highly "salable" ads within challenging quota-based system.
- Produced the 'Photoshop Workshop' for YB studio, which demonstrated advanced techniques for improving speed and quality within time-sensitive constraints.
- Frequent contributor to Cumulus vector library.

## **Verizon** | Ad Designer | 01.01 – 11.02

- Advertisements in Photoshop, Illustrator and Quark within an intense monthly quota.
- Consistently in Top 10 percentile per production goals.
- Formulated a career baseline metric of versatility, speed, and quality enabling sharp effectuation of planning and execution within tight deadlines.

## **EDUCATION**

### **University of Massachusetts, Amherst**

BA Communications

### **Art Institute of Philadelphia**

AA Visual Communications