



Zac Cavaluzzi

GRAPHIC DESIGN

CONTACT: 732.832.1521 @ZACCAVART ZACCAVART.COM ZACHCAV@COMCAST.NET

EXPERIENCE

Proficient in Adobe Photoshop, Illustrator, InDesign, and Premiere Pro.

Strong30 Automotive Advertizing - Graphic Designer

Colts Neck / Remote

Aug 2024 - Current

Strong30 provides Marketing, Advertising, Sales Training, Strategy Consulting to car dealerships across the USA. I create eye catching automotive print and web designs that abide by brand and dealership guidelines. Deliverables are to be completed on time with proficient communication and collaboration.

- Mailer Design
- Business Cards
- Social Media Design
- Email Design
- Automotive Wraps
- Print Marketing
- Web Design
- Advertising
- Poster Design
- Dealership Branding
- Photo Editing
- Web Marketing

Red Bank Design Center (RBDC) - Lead Graphic Designer

Red Bank, New Jersey

Jan 2020 - March 2024

Red Bank Design Center (RBDC) is an interior design firm, to-the-trade sourcing library, and showroom gallery. I oversaw all forms of media and took part in designing all visual representations of the company and its vast vendor library.

- Performed a brand audit by recreating and expanding on all of RBDC's design assets including defining their identity and philosophy.
- Created the presentation assets for client facing and partner facing presentations.
- Formatted and rewrote client contracts.
- Recreated and expanded on all forms and documents.
- Created digitally fillable forms.
- Created step by step materials on how to represent the design process to clients and designers.
- Created maintained the firms website.
- Curated and maintained firms social media presence.
- Created and branded the GD concept and Portfolio Magazine.
- Created and sent out Mailchimp email blasts.
- Created direct mailer campaigns.
- Created and maintained various pricing catalogs for the vendor library.
- Designed the indoor and outdoor signs.
- Designed editorials for various magazines.
- Worked collaboratively with staff members and independent designers.
- Composed 'Before & After' booklets for design representation.
- Maintained the art gallery.

EDUCATION

BFA - GRAPHIC DESIGN - 2020

Robert Graves School of Design,
Kean University
Union, NJ

AAS - ILLUSTRATION - 2016

Fashion Institute of Technology
New York, NY

D - COMMERCIAL ART - 2013

Monmouth County Vocational
Aberdeen, NJ