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www.pnunez.com

PAULINE (Neene) NUÑEZ MARUZZELLI
MOBILE: 917.697.8474 contact@pnunez.com



COMPUTER SKILLS:

- Adobe Creative Cloud:
 - Photoshop
 - Dreamweaver
 - Illustrator
 - In Design
 - Acrobat
 - After Effects
- Microsoft Word & Excel
- Figma
- MAC and PC platforms

WHAT I DO:

- web design
- art direction
- responsive email coding
- designing, developing and coding of web sites
- project management
- traditional illustration

EDUCATION:

School of Visual Arts
New York City, NY
BFA in Illustration and
Computer Graphics

AFFILIATION:

Freelancers Union, NYC



FREELANCE - REMOTE

Bond no. 9, New York, NY

04/2017 - PRESENT: ANIMATOR

Built animated GIFs for their line of perfumes, enhancing email and social media engagement as well as for in-store signage displayed in high-end, designer shops and malls

SiriusXM Radio, Inc., New York, NY

10/2008 - PRESENT: WEB DESIGNER/CODER

Coded HTML emails across multiple business lines, ensuring cross-platform compatibility • Converted Figma files to Photoshop files, streamlining design workflow for marketing campaigns • Generated segmented email versions and coded them, improving targeted communication • Created banners for newsletter emails, increasing visual appeal and engagement • Built versions of direct mailers using InDesign, supporting diverse marketing initiatives • Involved in 2 major redesigns of the Sirius and XM shop sites: created comps of each web page with detailed descriptions of every element on the page based on the functionality specs provided by the developers • In 01/2013, the **shop sites** were consolidated

WestPointHome LLC, New York, NY

02/2013 - 10/2015: WEB DESIGNER

Designed banners and tiles on westpointhome.com • designed promo emails • cropped and web optimized product images for shop and other vendors' sites • coded promo emails using MailChimp • created banners for Facebook, Pinterest and Instagram

STAFF

Bloomingdale's, New York, NY

02/2005 - 09/2009: ART DIRECTOR

Designed and coded promotional and marketing emails for bloomingdales.com, bloomingdales.weddingchannel.com and for outside vendors • designed marketing banners • optimized product images • redesigned the look and feel of bloomingdales.com--launched on 03/2007 • project lead on the redesign of bloomingdales.weddingchannel.com--launched on 08/2007 • designed monthly updates on site ads for bloomingdales.weddingchannel.com • Q&A of all emails and updates to both sites

Moody's Investors Services, New York, NY

03/2003 - 02/2005: PRODUCTION ASSOCIATE

Designed and created corporate publications and media products (newsletters, brochures, ad campaigns, CD packages and inserts and corporate communications documents) in both print and web formats • HTML hand coded and designed weekly email blasts • formatted a variety of rating reports on very tight deadlines

Artnet.com, New York, NY

06/2000 - 01/2002: LIVE AUCTIONS PRODUCTION MANAGER

Created production schedules and deadlines for specialists • scheduled and uploaded all auction sales • Q & A of live lots • image tracking • HTML coding of lots;
DIGITAL IMAGING COORDINATOR: retouched, color corrected and optimized images for the live auction web site • updated data base • maintained image bank