

Contact

lucia.tirondola@gmail.com
www.luciatirondola.com

Education

Drexel University
BS Graphic Design

CEO Women's Business School

Skills & Software

- Product Management
- Communication Skills
- Spanish Speaking
- Leadership Skills
- Print Design
- Digital Design
- Branding
- Adobe Suite
- PPT
- Word
- Xlite
- JIRA
- DCAT

Objective: Actively searching for a job to utilize my leadership & design skills.

Professional Work History

Savvas Learning Company 2016-present

Senior Designer, Interim Manager: Remote position

- Manage design vendor for grades k-5, creative meetings through printed books
- Review & approved all aspects of pages, illustration, photo & layouts
- Create innovative prototypes for science & social studies including ancillary pieces
- Participated in focus group tests for prototypes for both print & digital
- Participated in meetings to review focus group feed back using decision trees
- Oversaw creation of all SCOs & science course digital mini games for grades k-2
- Created mapping/divergence docs to guide vendor in conversion from print to digital
- Reviewed e-text for student editions grades k-5 in xlite
- One of two in house designers working to create supporting stimulus for sales team
- Collaborated with production & editorial to create a first digital only product
- Assisted in rolling out new brand identity for Savvas Learning Co.

Lucia Tirondola: 2009-Present

COO Manor Works Painting Inc, Tail Race Farm LLC,
4DG group, Aarubco Rubber Co.

- Market research, & plan to implement branding strategy
- Create a marketing plan & material for ads to appear both digitally & in print
- Create, refresh logos & brand color stories
- Create advertising strategy around community events & non profit initiatives
- Manage design vendor during web creation process to ensure designs successful tell story & reach target audience

Savvas Learning: 2013-2016

Design Consultant: Remote position

- Reviewed multimedia e-text for Student & Teacher's editions ET2 for grades 6-12
- Created detailed comments & instructions in inkling Habitat for design vendor
- Collaborated with editorial & design managers to ensure printed book becomes a clean, seamless digital design

Pearson Education: 2012

Design Consultant: Remote position

- Lead designer on literature program
- Collaborated with managers to create dynamic page layouts
- Researched images to create highly visual editorial layouts
- Followed through on all correction phases

Prentice Hall: 2007-2009

Design Consultant Pearson Education, Upper Saddle River, NJ

- Lead in house designer on grade eleven & twelve Penguin edition literature book
- Designed eighteen covers for Prentice Hall Discoveries Series
- Designed innovative prototype for new Penguin Edition literature program 6-12
- Collaborated with editorial & design managers to create dynamic page layouts
- Researched images to create highly visual editorial layouts
- Followed through on all correction phases, projects from concept to bound book

McGraw Hill, In House Designer: 2005-2007

In house design team on national science text book

- Created pages using Adobe InDesign CS2, along with K4 publication plug-in
- Collaborated with editorial & design managers to create clean, effective page layouts
- Communicated with production to ensure a quality product while maintaining schedules
- Followed through on all correction phases seeing projects from concept to bound book
- Designed prototype for front matter in California Science teacher's edition