

Vito Robert Manfredi

VRM Graphic Design

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I'm Vito Manfredi. I'm a Graphic Designer serving energy and tech startups and small businesses. My graphic design services support my clients' sales, marketing, social media, presentation, and packaging needs.

Description:

I am a contract and remote, versatile graphic designer. I enjoy bringing extensive graphic design, desktop publishing, and documentation experience to unique and effective marketing campaigns. I have worked on projects in the oil and gas industry and for a variety of clients including hi-tech startup, reprographic, educator, professional organizations, real estate, and small businesses.

Accomplishments include:

- Designed an ad for DexMat, a startup originally from Rice University that manufactures high performance products made from Carbon Nanotubes
- Produced a banner for the American Society for Quality, Houston Chapter
- Designed a banner for the American Society for Metals, Houston Chapter
- Designed product labeling, marketing collateral, and presentations for a life science and dental products company
- Designed a logo for a life science company
- Designed a logo for a professional narrator
- Completed over 800 marketing collateral pieces (brochures, flyers, etc.) and technical manuals for National Oilwell Varco (NOV)
- Acclaimed by an entire sales department at NOV for producing 40-page corporate product catalog that was "flying off the shelves" to prospective clients
- Created conceptual designs and managed project implementation for Offshore Technology Conference visual display presentation of NOV's more than 300 products and services
- Extensive experience applying independent graphic design in cooperation with internal clients and marketing teams
- Demonstrated ability to use time management skills to produce high quality work on multiple projects under conflicting deadlines
- Advanced proficiency in multiple software programs
- Software: Adobe Creative Cloud: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe Muse, Adobe Dimension; CorelDraw, Keynote, Microsoft Word, Microsoft Excel, Microsoft PowerPoint. Mac and PC.

Experience:

Texas Tools Marketing, Missouri City, Texas - Planning, Design, Implementation - (contract) 2015 to present
Projects include Convention Booklets, Program Booklet, and logos

National Oilwell Varco - Corporate Marketing, Technical Publications, 1990 to 2015

I designed and produced a wide variety of brochures, catalogs, flyers, digital graphics, ads, equipment posters, HSE (Health, Safety and Environment) posters, placards, forms, and operations manuals. I applied updated branding to design, including business cards and stationery. My designs made up a large percentage of the marketing collateral on display at the Offshore Technology Conference and numerous trade shows worldwide. My brochures and flyers were displayed either by print or on the booth display screen stations.

In addition, some brochures and flyers were designed in multiple languages for international markets.

My projects included:

- Land Rig Portfolio: 40-page catalog of land rigs
- Pressure Control Catalog: 150-page catalog of blowout preventers and other pressure control equipment
- Coiled Tubing Manual: 300+ page manual of coiled tubing/well completion products
- Supported Corporate and divisions in creating PowerPoint presentations; assisted website team with online content

Information Development Incorporated - Documentation Specialist, 1988 to 1990

Projects: software manual for Shell Research Center; user manuals, training handbooks, desktop publishing

Education:

- Bachelor of Arts, Radio-Television, University of Houston
- Walt Whitman High School, Huntington Station, NY; New York Regents College Scholarship recipient
- Studied German language in high school and college for total of seven years; basic proficiency
- Passed MSCE exams

Organizations:

- AHEPA (American Hellenic Educational Progressive Association)
- NOMADS (National Oil-Equipment Manufacturers and Delegates Society)
- ASQ (American Society for Quality)
- NSS (National Space Society)

Community:

- Science judge for a special awarding agency at the Science and Engineering Fair Houston (SEFH)
- Assisted in designing presentations and graphics for ASQ, NOMADS, North Houston National Space Society, SEFH, STEM, and Comicpalooza meetings/events

Portfolio and Recommendations:

In addition to my printed samples, I have an online portfolio and letters of recommendation available for viewing at: <http://www.manvhou0815.com/>

Additional recommendations are on my LinkedIn profile: <https://www.linkedin.com/in/vito-robert-manfredi/>