

# Vito Robert Manfredi

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## Description:

I'm a creative, skilled, and versatile freelance graphic designer and desktop publisher specializing in marketing. I enjoy bringing extensive graphic design and documentation experience to unique and effective marketing campaigns. I've worked on projects in the oil and gas industry and for a variety of clients including hi-tech startup, reprographic, educator, and small businesses.

## Accomplishments:

- 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
- Completed over 800 marketing collateral pieces (brochures, flyers, etc.) plus technical manuals for recent employer
- Acclaimed by entire sales department 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 employer's 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 mastery of multiple software programs, enhancing quality of graphic design achievement
- Software: Adobe Creative Cloud: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe Muse, Adobe Dimension; Keynote, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Windows Live Movie Maker. Mac and PC experience.

## Experience:

### **Texas Tools Marketing - 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 eLit (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

### **Entry Control Systems - Inside Sales Rep.**

Projects: generated high volume of sales leads, designed newsletter

### **Pullman Kellogg (KBR) (Engineering and Construction) - Training Technician**

Projects: I produced and edited a training video on "Ultrasonic Calibration and Application" explaining the American Welding Society code for non-destructive testing of welds; training videos on various aspects of construction, heavy equipment operation, engineering drawings, and other industrial related topics.

### **Education:**

- Bachelor of Arts, Radio-Television, University of Houston
- New York Regents College Scholarship recipient
- Studied German language in high school and college for total of seven years; basic proficiency
- Microsoft Certification Exams: Network Essentials, Windows 95, Windows NT

### **Organizations:**

- AHEPA (American Hellenic Educational Progressive Association)
- NOMADS (National Oil-Equipment Manufacturers and Delegates Society)
- AIGA (American Institute of Graphic Arts)
- ASQ (American Society of Quality)

### **Community:**

- Science judge for a special awarding agency, at the Science and Engineering Fair Houston (SEFH)
- Assisted in designing presentations and graphics for American Society for Quality, NOMADS, STEM, and Comicpalooza events

### **Portfolio:**

I have printed samples available for viewing on request. Online samples and letters of recommendation are available for viewing at: [www.manvhou0815.com](http://www.manvhou0815.com) .