



**Tina DiCicco** (D-CHEEK-O)

707.529.0944 | tina.dicicco@gmail.com | www.tina-portfolio.com | 3805 Clear Rdg., Santa Rosa, CA 95404

*Senior-level multifaceted designer who creates compelling visual solutions for a diverse range of clients and companies. Great collaborator, efficient, fast, and self-directed with a positive, fun attitude resulting in long-lasting work relationships.*

## EXPERTISE

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25+ years experience in corporate and freelance graphic design, illustration, photo retouching, advertising, brand and corporate identity, print collateral, online design, short video, animation, large format booth graphics, packaging and applied designs to fabric, magnets, t-shirts, pins, hats, stickers, labels, vehicles and rocket ships!

**Applications:** Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, Audition, Animate; Microsoft 365

## FREELANCE DESIGN (Recent and significant projects listed on page 2)

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**Tina DiCicco Design** Santa Rosa, CA : May 2003 - Present

**Principal:** Freelance Designer 18+ years. Hired on retainer or hourly project-by-project basis. Clients have grown by word of mouth and have presented a variety of interesting projects expanding my creative skill sets over the years.

## CORPORATE DESIGN

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**CamelBak Products, Inc.** Petaluma, CA : December 1999 - November 2001

**In-house Graphics Manager:** Provided all design work for catalogs, advertising, product packaging, P-O-P display, rep and distributor collateral, tradeshow signage, image photo retouching, web support and any other needed marketing material. Worked closely with VP of Marketing and Marketing Director in a small and very productive team when CamelBak was still a grassroots startup company.

**Genus Group Marketing Communications Agency** Santa Rosa, CA : October 1998 - December 1999

**Art Director:** Responsible for all agency concepts, print and web design from concept through completion. Managed vendors, production schedules, freelancers and photographers.

**Phoenix Display & Packaging** Sherman Oaks, CA : July 1996 - July 1998

**Creative Designer:** Designed and produced 3-dimensional Point-of-Purchase displays for corporate clients such as Disney, Blockbuster Video, Columbia home video, Sony Wonder, Cosmar Cosmetics, Nat Robbins, Sketchers, Skyy Vodka, PowerBar and Nestle. In addition to full display design, responsibilities included final rendered art, shelf-talkers, consumer offers, and illustrated assembly instruction sheets.

**Corporate Impressions Printing** Van Nuys, CA : June 1995 - July 1996

**Prepress Graphic Designer:** Created and prepared design work for commercial offset printing; designed print work for clients, balanced photos, set up files for output, and processed film for printing plates before direct to press technology.

## EDUCATION

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**Rhode Island School of Design: BFA Illustration** | Providence, Rhode Island : June 1991

**University of Canterbury: Graphic Design Program** | Christchurch, New Zealand : January - February 1990

**Brown University: Anatomy Dissection/Medical Illustration** | Providence, Rhode Island : September - December 1989

## TINA TRIVIA

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- One of the few graphic designers to have a logo actually on Mars!  
(located on the skid plate of the Mars Pathfinder/Sojourner Rover and the nose cone of an Atlas V rocket)
- Winning contestant on the Pictionary gameshow with Coolio and Joan Embree : May 1998
- The "T" in B.T. Hope, co-author of "Curse of the Bone Pirates," a YA eco-fiction novel still available on Amazon! ; )
- Due to the 2017 Tubbs fire, independently regenerating our charred acre into a California native wildlife landscape. (home survived!).

## WINE & BEVERAGE

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**Ginny's Gin** *Santa Rosa, CA*  
Created holiday video shorts for Estre Gin and Ginny's Gin

**Rondure Wines** *Napa, CA*  
New wine label brand and design.

**Disruption Wines** *Seattle, WA*  
Wine label designs for Disruption and Borrowed Time.

**LO-VE Wines** *Healdsburg, CA*  
New wine label brand and design.

**Bruliam Wines** *Santa Rosa, CA*  
Wine label re-branding and design.

**Plum Wine Dispenser** *Dania Beach, FL*  
Designed sales sellsheets and booth graphics.

**Nui Kid Water Inc.** *Malibu, CA*  
Created healthy kid's drink company's animated characters, drink packaging and collateral.

## FOOD

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**Il Fusti Olive Oil** *Sebastopol, CA*  
Logo and label designs for olive oil and vinegar start-up.

**Yonanas, Inc.** *Weston, FL*  
Animated video shorts promoting the frozen dessert maker broadcast on the web, Walmarts, and Costcos.

**Blue Ridge Kitchen** *Sebastopol, CA*  
New restaurant brand identity, logo and menu designs and new event space collateral.

**Sweet Expectations** *Cotati, CA*  
Corporate ID, brochure, and digital highway sign advertising for scrumdiddliumptious local bakery.

## HOSPITALITY

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**The Barlow** *Sebastopol, CA*  
Store logos, print and web advertising, directory map, signage, brochures, billboard and event promos.

**Sonoma County Board of Tourism** *Santa Rosa, CA*  
Selected Artist for "Life Open's Up" campaign. Designed an illustrated logo treatment, 12 Sonoma County Airport light post banners, and animated logo opener for video.

**Calistoga Spa Hot Springs** *Calistoga, CA*  
Employee brochure, in-room guest guide, advertising and COVID instructional signage.

## NON - PROFIT

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**Sonoma County Bird Rescue Center** *Santa Rosa, CA*  
Crow and Owl enamel pin designs.

**Sonoma County Wildlife Rescue Center** *Cotati, CA*  
Large format entrance signage, educational signage for visitors to read and learn about wildlife throughout their campus.

**Montgomery HS Booster Club** *Santa Rosa, CA*  
Flyers, posters, videos, and design for athletics program.

## CONSUMER PRODUCTS

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**Buff Headwear, Inc.** *Santa Rosa, CA*  
Worked for 12 years as Buff Headwear's solo contract graphic designer creating product catalogs, advertising, product fabric designs, packaging, booth graphics, photo retouching, videos and more. Worked closely with the Marketing Director, Product Manager and General Manager. Continue to freelance and create Buff Headwear product designs upon request.

**PlanetBox, Inc.** *San Rafael, CA*  
Magnet illustrations for stainless steel lunchboxes, repeatable fabric prints for backpack designs, product videos, packaging, cookbook design, and print work.

**Coreyak, Inc.** *Weston, Florida*  
Animated gifs illustrating video game component for an at-home kayak fitness machine.

## TECHNOLOGY

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**Jet Propulsion Laboratory** *Pasadena, CA*  
Logo, posters, and memorabilia for Mars Sojourner Rover and Mars Reconnaissance Orbiter missions including artwork for the nose cone of an Atlas V Rocket used for launch.

**View, Inc.** *Milpitas, CA*  
50 hr/week contract corporate design work:  
June 2021-November 2021

**Tarana Wireless** *Milpitas, CA*  
Product part labels, company holiday card, collateral, and booth signage support.

**3rd Stone Design** *San Rafael, CA*  
Corporate logos; Hadleigh Health Technologies, Doseright and Hatch Technologies, low-cost medical devices for developing countries. Hatch Chitenge wrap design for neonatal mothers.

## ENTERTAINMENT

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**Alex Muñoz - Director** *Los Angeles, CA*  
Animated character design and bibles for pitching projects to animated entertainment industry.

**Nui Entertainment** *Malibu, CA*  
Co-wrote and illustrated *Curse of the Bone Pirates*, a YA eco-fiction novel to cross promote Nui Kid Water products as well as developed a bible for an animated series pitch and a healthy fast food restaurant chain concept.

## OTHER

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**Karen Peterson, Afterlife Counselor** *Santa Rosa, CA*  
Created a pre-reading ice breaker video for large events. and development of podcast concept.

**Boback Emad, Sculptor** *Santa Rosa, CA*  
Logo identity, promotional collateral, videos, show signage, website design, and show opening support in Paris, France.

**Erin Duckhorn Marketing** *Sebastopol, CA*  
Created logo identity and collaborated on projects for OxBow Marina, Mill Valley Refuse Service, Marin Sanitation, Upper Valley Sanitation, and San Anselmo Chamber of Commerce.