



# DENA SOLAZZO

denasolazzo.com

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973 479 4690

## SKILLS EXPERIENCE

Adobe Creative Suite  
Creative Thinking / Concepting  
Art Direction  
Illustration  
Social Media  
Typography / Handlettering  
Photography  
Problem Solving  
Leadership/Teamwork

### RED TETTEMER O'CONNELL + PARTNERS |

*Philadelphia, PA*

**Junior Art Director** *June 2018 - present*

**Creative Intern** *January - February 2018*

Developing concepts, executing ideas, and rendering designs for brand campaigns (including print, radio, tv spots), social media, and experience.

Clients include: Unreal Chocolate, Ancho Reyes, Stanley Black + Decker, Flor de Cana, Tuaca, Speck, Dietz and Watson, Dick's Sporting Goods

## AWARDS + MEMBERSHIPS

### ROBERT GEUDER PRIZE 2018

For extraordinary creative leadership in the Visual Communications Program

### DEANS LIST

Awarded each semester 2014- 18

### NATIONAL SOCIETY OF COLLEGIATE SCHOLARS 2014- Present

### STUDENTS OF DISTINCTION 2015

For dedication to academic excellence and continuing pursuit of goals and new challenges

Recognized at graduation for excellence in Graphic Design & Typography

### FREELANCE DESIGNER | *Philadelphia, PA*

Self Employed

Logo Development and Design, Editorial Publications.

Clients: Breaking Glass Pictures of Philadelphia, AndAgain Co.

### BLOOM DAILY PLANNERS | *Newark, DE*

Designer *March 2016 - June 2018*

Contributed to product development and design, product pictures, promotional pieces, web design, and social media content.

Actively participated in strategy meetings and the creative process from concept to production. Independently developed and designed new products.

### SYNERGY FASHION GROUP | *Newark, DE*

Creative Director *March 2017 - May 2018*

A collaborative effort between Fashion Design majors and UDVC to produce a fashion show exhibiting the students' Senior Collections.

Responsibilities include art direction, layout, production, social media, photography, and videography.

## EDUCATION

### UNIVERSITY OF DELAWARE 2018

BFA Visual Communications

Advertising Minor