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EXPERIENCE

Senior Digital Designer, Zamboni Company

2015 - Present

Sales Materials Rebrand Project:

- **Worked directly with Brand Manager**
- Completely reviewed all sales materials in use - presentation folder, brochures and technical specifications sheets for each machine model and brochures for optional features.
- Created a prototype of new presentation folder design to demonstrate the Zamboni machine opening up the snow tank to reveal the contents inside to present to internal stakeholders for approval.
- Iterated the design across the entire product line. Sourced photography and information for the 16 products.
- Designed brochures suitable for use by North American and international distributors.
- Worked with printing company to digital proof and press proof files to go to print.
- **Time from start of work to launch = 6 months.**
- Tools used: InDesign, Illustrator, Photoshop, Acrobat Pro, Basecamp

Email Marketing Launch for Internal Authorized Distributors and Owners:

- **We taught distributors how to navigate the membership portal. Members who were hesitant to use the membership website to download critical materials learned that the website was a valuable resource and became active users.**
- Set up a MailChimp account and created a template that was inline with the look of the new brochures.
- I successfully sent out more than 20 campaigns within 12 months to machine owners and distributors.
- Analysis revealed that the email campaigns boosted sales for products that were advertised in them.
- Tools used: MailChimp, Photoshop, Basecamp

Product Pages Rebrand Project (ongoing):

- Rebranded product pages to refresh the main website to be more in line with the updated sales materials.
- Updates were also done to parts of the membership site in order to refresh the look.
- I modernized the look of an outdated WordPress template without breaking the site or making it appear out of place compared to the non-updated pages.
- Tools used: WordPress, Visual Composer, Site Builder, Basecamp

Safety Label Translation Project:

- Reengineered design files for a massive 50+ safety and operation labels project and executed them across 11 language translations.
- **Created 5 Master InDesign Files with Master Safety Label layout to be used across all 11 languages. Then I created a “One Ring to Rule Them All” Master of those Master design files that would allow me to update the pictograms across all the files all at one time.**
- Created a Automator program to rename exported EPS labels with correct country language code and label number with a few clicks.
- Used Basecamp to track translation and design file changes needed across all 11 languages.
- Tools used: InDesign, Illustrator, Acrobat Pro, Basecamp.

Tips Videos:

- The Zamboni Company intended to create short, informational “Tips” videos for customers, however, stopping work to shoot and edit video proved too time consuming of a process to be viable.
- I experimented with photographs, text and video stills to create a simpler, faster version of the “Tips” videos. Each video takes a few hours to a day to complete.
- **What started out as just an experiment has now blossomed to seven videos and more in development. The Zamboni Facebook, YouTube and LinkedIn followers love the quick “snackable” content and keep asking for more.**

WordPress & Marketing Collateral Designer / Consultant

2011 - 2015

Kids on Keys NYC Project:

August 2014

- **Redesigned a small business website, setup email marketing, and provided video training on how to maintain the website and do simple web updates.**
- I set up a Basecamp project to ensure constant communication between the client and myself.
- I set up Project goals, tasks, progress milestones, and payment milestones so that the client was aware of the schedule and any dependencies at each stage of the project.
- Fixed old Gravity Forms Payment forms to reflect current prices.
- Researched and Mocked up potential new responsive WordPress Templates for Client.
- Facilitated Skype conference to guide client to pick a template that would work best for her business.
- Customized the new template and recreated the entire website WHILE keeping the old site up to reduce any loss of customers.
- QA and launched the new site in time for client to use it at her booth at the FestiFall Street Expo.
- **Time from start of work to new site launch = 1 month.**
- Created 11 step-by-step custom training videos for client on how to make changes to her site.
- Facilitated a Skype training session to educate client and “hand over the reins” of her site.
- Designed and setup Thanksgiving and Christmas Email marketing campaigns for client using MailChimp.
- Advised client on how transfer her customer invoicing process over to SquareUp
- Tools used: Adobe Creative Suite, WordPress, MailChimp, IFTTT, Zapier, Basecamp, SquareUp, On the Job, Dropbox, Skype, YouTube.

CORE COMPETENCIES

Design Software:

Adobe Creative Suite: Photoshop,
Illustrator, InDesign, Spark, Bridge, Acrobat
WordPress
MailChimp
Microsoft Word / Pages
Powerpoint / Keynote

Collaboration Tools:

Google Docs
Dropbox
Basecamp
Skype
YouTube

Business Tools:

IFTTT
Zapier
SquareUp (Invoicing)