

# Debora Fulop

Multifaceted designer with 8 years of experience, from startups to corporate. Always thinking and tinkering. In pursuit of beauty, utility, and wit – helping them intersect whenever possible.

\* Seeking fully remote and flexible hybrid Boston/RI opportunities.

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## Experience

### WAYFAIR

Senior Graphic Designer, Marketing Creative

2020-Present

Remote & Boston, MA

- Member of the Wayfair Marketing Creative Print team. Design lead on US circular program. Areas of focus also include approving all US & CA direct mail, and offering design support for catalog program. Leads project kickoffs, collaborates closely with creative teammates (copywriters, copyeditors, project managers, stylists, 3D artists) and crossfunctional partners (marketing, merchandisers, analysts, and more).
- Maintains and audits design systems, cloud libraries, digital asset management, tutorials & resources for print-related processes.
- Manages freelancers & junior creatives on the team through newcomer onboarding, candid 1:1s, formal development conversations, mentorship, and regular project feedback.

Graphic Designer, Marketing Creative

2017-2020

Boston, MA

- Working within multiple teams, responsible for concept to production of Wayfair US & CA marketing assets: paid social, display, app marketing, email, and promotional campaigns. Design lead for display, paid and organic social from 2019-2020.
- Also responsible for several instances of baked goods and Photoshopping coworkers into goofy work anniversary photos.

### WHALERS BREWING COMPANY

Freelance Packaging Designer

2015-2016

Remote & Wakefield, RI

- Beer label and packaging designer for three Whalers Brewing Company retail offerings. Other creative responsibilities: event posters, social media graphics, brewery signage, and occasional product photography of merch for the website.
- Non-creative responsibilities: occasionally tending bar, petting any and all brewery dogs.

### BERNARDO MANUFACTURING

Graphic Designer

2013-2017

Rumford, RI

- Graphic designer and technical illustrator for specialty brands in the jewelry and fashion accessories industry. Responsible for CAD technical accurates, color renderings, point-of-purchase packaging design, and marketing materials. Branched into product photography, retouching, and editing. Also created yearly pitch packages for LBrands Innovation Day 2014-2017.

## Education

### RHODE ISLAND SCHOOL OF DESIGN

B.F.A, Illustration

2009-2013

## Skills

- Creative Concept Development
- Research, Style Boards & Art Direction
- Illustration (Pattern, Icon & Spot)
- Learning New Software & Processes
- Cross-Functional Collaboration
- Critical Thinking / Writing
- Sprint-Based Workflows

## Software

Photoshop	
Illustrator	
InDesign	
AfterEffects	
Sketch	
Figma	
InVision	

## Interests

home renovation gardening

cooking global / eating local

indie gaming artmaking

being way, way too online