

**CJ Mascarelli**  
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## tools

### Adobe CC

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Acrobat Pro  
Bridge

### Office 365

Word  
Excel  
PowerPoint  
Outlook

### Languages

HTML5  
CSS3

### References

Available on request

## experience

**2016 - 2018**

### Republic Services - Phoenix, AZ

*Graphic Designer*

Republic Services is America's second largest provider of waste disposal and recycling services. It employs more than 33,000 people across the nation. When it expanded its training and development operations by creating the Learning Solutions Department in 2016, it began with a small group of three instructional designers and myself as Graphic Designer.

I was tasked with directing the creative work of the new department; building a structured, unified approach to project development; and following the standards and branding guidelines of Republic Services.

Guiding the department's art direction, I provided team management, custom graphics, logo, illustration, web production, and voice-over work. The overall impact on the products and programs was extraordinary and demand for production quickly outpaced existing resources.

By mid-2017 the Learning Solutions Department had grown to a staff of 11 and expanded its footprint in the Phoenix corporate headquarters with additional space, cutting edge technology, enhanced digital tools, and an audio/video studio. The impetus for this success is attributed to my involvement as Graphic Designer.

**2009 - 2015**

### GoDaddy - Scottsdale, Gilbert & Tempe, AZ

*Graphic Designer*

Designed executive level projects as well as customer websites - from concept to build out - to fit within GoDaddy's website builder application. Created custom logos/branding. Communicated effectively with clients and complete multiple ongoing projects within tight deadlines while adhering to budget guidelines.

Held accountability for concept, design and production of custom sites using CSS within a template structure. Communicated effectively with clients, while managing multiple ongoing projects at one time.

Exclusive contact for executive level projects and custom logos, including several high-profile projects of former CEO Bob Parsons, including Go AZ Motorcycles.

**2003 - 2007**

### Estudio Ray (currently Maximo Branding) - Phoenix, AZ

*Graphic Designer*

Worked directly with Creative Directors on developing award winning marketing materials for both the general and Hispanic market in a boutique design agency setting. A branding design firm that provides an emotional connection between clients and their target audiences through creative innovation, visual marketing and due diligence. Conceptualized and designed materials as advertisements, ID branding, brochures, self-promo mailers, and websites.

**1996 - Present**

### Mascarelli Studios, LLC (MASC Designs)

*Owner*

Full-service contractor specializing in branding, graphic design, illustration, and website design.

## education

**1993 - 1995**

### AI Collins Graphic Design School - Tempe, AZ

Associate of Arts Degree in Visual Communications