



CONTACT
(617) 233-8583
anthonicruzdesign@gmail.com
WEBSITE
www.anthonyleecruz.com

WORK EXPERIENCE

Stride, Inc.

United States, Graphic Designer, Part Time (Contractor) (Remote)

2023 - Present

- Directed the creation, design, and production of a wide range of branding assets, including documents, online materials, and customized branded collateral.
- Support multiple projects and enhance teacher marketing campaigns by providing essential branding resources.
- Work closely with department managers to identify and address visual marketing needs.

Aqua-Leisure Industries

Avon, MA, Multimedia Graphic Designer, Full-Time to Part Time (Contractor) (In-Office)

2018 - Present

- Develop comprehensive package designs in accordance with brand guidelines.
- Apply advanced photo manipulation techniques and a strong grasp of design principles to each package design.
- Contribute significantly to the creation of online promotional content for major suppliers.
- Handle video editing tasks, incorporating animations to enhance product promotion efforts.

Wayfair

Boston, MA, Digital Graphic Designer, Part Time (Contractor) (Remote)

2022

- Created video art boards for on-screen graphics, adhering to Wayfair's creative guidelines.
- Contributed to impactful commercial promotions by producing visually compelling content.
- Designed projects featuring prominent figures like Kelly Clarkson and commemorated significant occasions such as Memorial Day and Wayfair's 20th Anniversary.

TJX Companies

Framingham, MA, Package Design Specialist, Part Time (Contractor) (In-Office)

2017 - 2018

- Worked closely with lead graphic designers to develop on-brand packaging for various products.
- Played a crucial role in reviewing final design samples to ensure they met brand standards.
- Managed the pre-production process before sending files for print.

VOLUNTEER

The Puerto Rican Festival of Massachusetts

Boston, MA, Board Member - Director of Youth Community Engagement, Graphic Designer and Photographer

2022 - 2024

- Organized a collaborative art workshop that produced a giant Puerto Rican flag painting for the annual parade.
- Designed visually appealing promotional posters for events such as pageants and flag-raising ceremonies.
- Completely revamped and enhanced the organization's website using the WIX platform.
- Simultaneously served as a photographer, capturing vibrant moments at events and parades.

Viewpoint Creative

Newton, MA, Graphic Designer

2016

- Participated in a highly creative project aimed at learning from the design team and understanding production processes.
- Focused on creating a promotional commercial as the primary objective.
- Engaged in designing art boards and mastering storytelling through imagery.

EDUCATION

Mount Ida College

Newton, MA

2013 - 2017

Bachelor of Science in Graphic Design; Cum Laude 3.6 GPA