



SANDRA ROCA
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OBJECTIVE To secure a full time position in a Creative/Pre-Press advertising company and to be part of a team where I can grow and further my career and experience.

EDUCATION Bachelor of Arts Degree (B.A.) December 1995
Specialization: Advertising & Graphic Design
New Jersey City University, Jersey City, New Jersey

QUALIFICATIONS

COMPUTER LITERATE

Macintosh	QuarkXPress	Illustrator	Flightcheck	Indesign	Preps
	Apogee X	Brisque	Drum Scanner	Odystar	Photoshop
PC	Microsoft Word	Publisher	Powerpoint		
Skills	Marker Rendering, Illustration, Black & White Photography and film development.				

EXPERIENCE

- 10/10 – 11/20 **Testrite Visual Products, Hackensack, New Jersey**
Graphic Designer
Design and compose graphics for display hardware such as trade show booths, banner stands, sign frames, POP displays and custom design. Coordinate daily with Sales Representatives regarding client artwork and designs. Meet deadlines in a timely fashion. Client liaison for specifications of graphics for press and shipping.
- 12/05 – 4/09 **Intech Graphics, Carlstadt, New Jersey**
Data Management/Pre-Press
Compose ads for various publications and newspapers. Responsible for prepping clients' files by preflighting and updating for press or release. This consists of typesetting, flightchecking, editing and trafficking files for finals and electronic quality control.
- 10/05 – 12/05 **The Jersey Journal, Jersey City, New Jersey**
Graphic Artist/Production
Troubleshooting, preflighting, and designing ads for newspaper layout pages which consists editing, typesetting and scanning photos. Dealing directly with Production Manager, and Sales Representative upon deadlines for weekly news releases.
- 1/05 – 10/05 **BBS Graphics, Whippany, New Jersey**
Graphic Designer/Pre-Press
Dealt directly with account executives and clients, from the initial concept for design to preparing files for print; sales brochures, catalogs, direct mailers and business forms. It was also my responsibility to see that all projects were done in a timely manner to meet customer needs. By converting final files to pdfs and ripping to ApogeeX system for output of film and sherpa proof for color.
- 6/03 – 11/04 **Pride Publications - Autoguide, West Orange, New Jersey**
Senior Graphic Designer
Design Auto Guide magazine on a weekly basis which includes scans, typeset, layout, and some retouching. Coordinate with Sales Reps upon customer's design for layout of ad and keep with deadlines. Prepare final files to PDF format to send to printer. Maintain Art Department by collecting final files for archival.
- 6/02 – 4/03 **Hometown Savings Book, Lincoln Park, New Jersey**
Graphic Designer
Design and typeset ads and coupons for fundraisers of school districts and commercial. Deal directly with Sales Reps on customers' advertisement on design projects for coupon books. Which consists of scanning photos, editing and typesetting.

- 10/01 – 5/02 **Advantage Printing, Lincoln Park, New Jersey**
Graphic Artist/Typesetter
Design various projects, including: invitations, ads, and business cards. Prepare art for printing; check electronic files prior to film output. Deal directly with customers on design projects.
- 7/99 – 10/01 **Lord & Taylor, New York, New York**
Proofing Coordinator/Scanner Operator
Independently operated a drum scanner, resized images, checked for morays, newton rings and oil blotches. Worked with color separators and brisque file format conversions. Dealt with vendors: negotiated prices and billing arrangements, created invoices, prepared electronic files and dummy books. Responsible for film and color approvals.
- 10/96 – 1/99 **Progress Graphics, Jersey City, New Jersey**
Supervisor of the Preflight Department/Desktop Operator
Successfully trained and managed seven operators in preflight department. Met customer delivery deadlines in a mixed Macintosh/PC-based desktop publishing environment. Monitored workflow, checked domestic and international orders. Duties also included pre-press preparation, troubleshooting electronic files in Flightcheck and QuarkXpress and checking proofs. Transmitted finals to customers via ISDN and e-mail.
- BILINGUAL** Fluent in Spanish.