

Areas of Expertise

Campaign Development
Project Management
Concept Development
3D Motion Graphics
Layouts
Infographics
Logos
Catalogs
Posters & Event Signage
Video Production
Typography
CSS
Adobe CS
Photography
Photo Retouching
Problem Solving
Customer Service
Needs Assessment
Time Management

marlene ozel
graphic designer

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Highly experienced and creative multimedia, digital, and print designer with the proven ability to serve as an integral part of corporate branding, advertising, and marketing campaigns. Adaptable with a history of working within corporate/community/television environments and advertising agencies. Excellent communication skills with the ability to give clear art direction, build positive working relationships, and effectively convey key concepts in an easy-to-understand manner. Collaborative and goal-oriented with a commitment to project success. Organized with keen attention to detail and efficient multitasking skills.

Professional Experience

Freelance | Pittsburgh, PA

2002 – Present
Graphic Designer

Develop engaging designs and branding for a diverse client base by creating and refining innovative concepts. Promote client satisfaction by thoroughly analyzing individual needs, maintaining strong lines of communication, providing consistent updates, and effectively collaborating with clients to ensure project success.

Selected Projects:

- **Moms Demand Action, Pittsburgh Group (2017 – Present):**
Developed professional design campaigns and communications for local events and outreach initiatives by creating logos for the PA Secure and the Pittsburgh Gun Violence Prevention (PGVP) programs and t-shirts for the PA Moms Leadership. Produced a recruitment and celebration video for the PGVP site and YouTube channel. Designed and launched the community website during the Wear Orange Weekend event (June 2023) by creating graphics relating to gun sense advocacy and branded event materials.
- **St. Paul's Methodist Church (2017 – 2022):**
Supported the design of internal communication pieces by developing the layout for the quarterly Epistle. Promoted events, programs, and the organization itself by designing logos, marketing materials, and web/social media graphics.
- **Sunny's Community Garden (2021 – 2022):**
Assisted with multiple garden events, including the Krafts for Kids program, by designing promotional flyers, garden signage, and logos.
- **Community and Family Builders (2021 – 2022):**
Built awareness of organizational events by heading the design and layout of promotional flyers.
- **Stairway to STEM (2018 – 2019):**
Established cohesive branding and design identities by developing set guidelines and e-book layouts. Boosted interest by creating eye-catching page layouts and digital illustrations for blog articles.
- **Pellet Productions (2017 – 2019):**
Promoted a more modern and intuitive website for the Content Systems Academy by developing a user-friendly design and layout. Aided in delivering a television programming proposal by creating a dynamic layout.
- **Direct Axis (2011 – 2016):**
Conceptualized and designed various posters, cards, newsletters, and publications, including the 30-page Davis & Elkins Augusta Program catalog which was later featured on the Direct Axis website for exceptional work.
- **Post Modern (2011 – 2013):**
Fostered a stronger brand presence for a large, regional car dealership by developing motion and video graphics for commercial spots.

PNC Financial Service Group | Pittsburgh, PA
2008 – 2011
Multimedia Designer

Facilitated communication between the executive team and all employees by developing corporate video motion graphics, PNC intraweb graphics, and presentation templates. Supported corporate events and recognition programs by creating program logos, video graphics, and all print materials (ex. invitations, programs, brochures, banners, certificates, etc.).

Key Accomplishments:

- Spearheaded the design and creation of motion graphics from concept to completion for a first of its kind, in-house opening video for the PNC Senior Leadership Meeting (2011), which was later repurposed for several other departments.

Additional Experiences

Fox53 Pittsburgh, PA	Art Director	2006 – 2008
KDKA-TV Pittsburgh, PA	Graphic Designer	2003 – 2006
Direct Axis Pittsburgh, PA	Graphic Designer	2002 – 2003
Katcef Associates Annapolis, MD	Graphic Designer	1999 – 2000

Education

BA – Graphic Design
The Art Institutes | Pittsburgh, PA

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