

Steve Caramia

I started **Caramia Design** in 1990. My strength as a designer lies in organizing text into concise and engaging layouts, incorporating graphic elements to create a handsome and readable document. I am experienced in all phases of the design process from inception to delivery.

The projects detailed here are a small sampling of my extensive experience. For the full portfolio, please visit caramiadesign.com

Software

Expert proficiency in the latest versions of InDesign, Quark, Photoshop and Illustrator. Very familiar with Dreamweaver and HTML.

Education

Parsons School of Design, New York, 1976-1979

References and portfolio available upon request.

Selected client list

Non-Profit Work

Design and produce a quarterly newsletter for the **East Bay Habitat for Humanity**. For **Shanti**, designed a friendly, inviting brochure used for volunteer recruitment. Designed and produced a brochure aimed at raising funds as well as program awareness for **Californians for a Moratorium on Executions** (CME). Designed eye-catching and communicative logos for **Death Penalty Focus**, CME and the **Unitarian Universalist Church of Berkeley**.

First Unitarian Church of Oakland

Designed and produced the brochure for a successful capital campaign that raised nearly \$2 million.

JWT Boom

Designed and produced ads and collateral for an advertising agency that specializes in the baby boomer market.

Shaklee Corporation

Consulted on various collateral materials including the 84-page 2006 edition of the Product Guide, and signage for the Annual Convention.

Swinerton Builders

Produced and refined several four-color 48-page quarterly newsletters, along with various other projects.

JAM, a public relations agency

Designed and produced a variety of promotional collateral for the wine industry. Clients include **Talbott Vineyards**, **Beckmen Vineyards** and **Rosenblum Cellars**.

Kuleto Estate Vineyards

Designed and produced a series of quarterly newsletters as well as other materials furthering the brand, customized to wine club members.

Belvedere Equipment Finance

Designed and produced a family of monthly marketing/informational newsletters advancing an established brand, as well as other marketing collateral, including a web site matching their promotional brochure.

The Jelly Belly Company: *The Candy Chronicle*

Produced a four-color newsletter distributed to Jelly Belly jelly bean retailers. The process involved scanning, clipping and retouching product photographs, selecting and adapting seasonal imagery and combining these elements with copy into an effective marketing piece.

Union Square Oral & Maxillofacial Surgery

Designed and produced a complete line of corporate materials from letterhead to appointment cards. The challenge was to design an attractive logo for a business built almost exclusively from referrals. Delivered materials that successfully stand out amid the usual human imagery.

MyDTV

Designed a series of sell-sheets that family with each other while speaking to different markets: from (conventional) engineers to (flashy) Hollywood content providers.