

CV/mini-folio

Vincent-louis Apruzzese

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My design experience is varied, everything from internet sites and banner ads to books to full page magazines and ads. I often am hired for book productions - inside and out, typesetting the interior of both print and digital editions as well as cover to cover design of catalogs and magazines. I have stable long term clients, including a Boston gallery for which I do all the monthly invitations, posters, ads and anything else that comes up over the course of the year.

Logo design is so much more than just a pretty or cool looking image with a name under it. It has to transmit important information about the business or brand in a way that is simple, immediate and eye catching. My experience as an artist helps in creating logos and designs and is instrumental in the choices I make. I feel it gives me an edge and something different to offer. It enables me to think out of the box and to bring extra life to work I do.

Video and photography skills help me to integrate print projects across other media such as internet and video in a way that keeps the look, feel and message consistent across all platforms. I am an expert in restoration and retouching of images for all sorts of uses.

Principal Software

Afinity Photo, Afinity Designer

Adobe CS6 (Photoshop, In Design, Illustrator, Acrobat, Media encoder, After Effects) After Effects CC, Indesign CC

Cinema 4-D (V16) (Turbulence FD, X-particles)

Final Cut Pro X

Motion

Final Cut Pro Studio 3 (DVD Studio Pro, Soundtrack Pro, Motion, Compressor)

Hype 3

Sketchbook Pro 7

Sparkle web design



Selected clients

- Gallery NAGA (principal designer 2003 - present)
- New Britain Museum of American Art (Connecticut)
- espace animal (Québec)
- John Sacco (New York)
- David Sternfeld Productions (Montréal)
- Michael Z Keamy (Boston)
- Masterminds HQ (New York)
- AFS inter cultural programs (New York City)
- Moon City Productions (New York City)
- Yoga Classique (Montréal)
- BADA (Boston Art Dealers Association)
- MarketSoft Corporation (Massachusetts)
- Peter Brooks (Vermont)
- IOTA Creative (Vancouver)

Languages

- English
- French

