

notable alums and where they have gone

tomorrow's opportunities are varied

GRAPHIC DESIGN

Alexandra Cappuccilli  
Senior Graphic Designer at *Impiricus*

Brandon Gomez  
Lead Designer, *National Basketball Association (NBA)*

Brittlyn Wiedwald  
Senior Graphic Designer, *Horizon Group USA*

Carla Cucinotta  
Graphic Designer at *NJ Spotlight News*

Christina (Larkin) Marcus, MSDM  
Lead Designer at *MetTel*

Darnell Lamont Coleman  
Senior Designer at *Compass*

Evan Ericson  
Senior Designer, *Sanky Communications, Inc.*

Halbert Garcia  
Senior Graphic Designer, *Hanwha Vision America*

Jessica LeVasseur  
Senior Designer at *Our Home*

Jin Lin  
Senior Graphic Designer, *Sakar International*

Kelly Sullivan  
Senior Graphic Designer, *MIJ Life Sciences*

Macey Bozzo  
Senior Graphic Designer at *MIJ Life Sciences*

Michele Lameiras  
Senior Graphic Designer, *Data Axle*

Olivia Perry  
Graphic Designer I, *Nike Apparel at Fanatics*

Philip Pasternak  
Graphic Artist at *Vox Media, Inc.*

ILLUSTRATION

Kailyn Knight  
Scenic Artist, *Adena Corporation*

WEB DEVELOPMENT & DESIGN

Allison Rose  
Digital Communications at *Weber Thompson*

David May  
Web Designer & Developer, *AG Marketing Solutions*

Luis Calas  
Web and Publications Coordinator, *Idaho State Department of Education*

Matthew Kane  
Website & Presentation Designer, *Johnson & Johnson*

Rebecca Shevrin  
Frontend Developer, *BackOffice Thinking*

Stephanie Mitterko  
Senior Front End Developer at *MRM*

Steve Kurtas  
Multimedia Designer at *Artcraft Health*

MOTION GRAPHICS

Jonathan Jerome  
Motion Designer at *Bulletproof*

Joseph Zangara  
Freelance illustrator and motion graphics artist

Sydney Worek  
Motion Graphics Designer at the *Philadelphia Phillies*

USER EXPERIENCE DESIGN (UI/UX)

Alicia Morici  
Director, Product & User Experience at *GlobalMeet*

Ashley (Mullins) Voigt  
Senior Designer, Web/UX at *Second Melody*

Ben Averill  
Product Design at *Raidon*

Ed Rempfer  
Director of Product Design, *Certara*

Jeremy Miragliotta  
Principal Experience Designer and Strategist, *Verizon*

Mike Morici  
Staff UX Engineer, *Wunderkind*

Natasha Zeligson  
UX Designer at *Webappclouds LLC*

Rich Ginter  
Lead Experience Designer at *Disney Games Group*

Walter Franks  
Product Designer, *QI Path*

PACKAGING DESIGN

Jake Simonetti  
Assistant Graphic Designer at *PACKAGED* (part-time)

APPAREL DESIGN

Amanda McCarty  
SMU Footwear Designer at *HEYDUDE*

ADVERTISING

Christopher Andraka  
Senior Advertising Operations Campaign Manager, *Vox Media*

ART & EDUCATION

Steven Speeney  
Artist, K-12 Teacher of Fine Arts, *Watchung Regional High School*

EXHIBIT DESIGN

Moe Attia  
Creative Director, *Marketing Alliance Group*

Laurie (Ragaini) Ariemma  
Senior Exhibit Designer, *Studio Displays*

VISUAL MERCHANDISING

Jillian (Marinaro) Flick  
Visual Merchandise Designer at *L'Oréal*

CREATIVE/ART DIRECTION

Antoinette Merola  
Creative Director at *The Sawtooth Group*

Emily Hollesen  
Associate Art Director for *Jessica London and Ellos Brands, FULLBEAUTY Brands*

Erin (Palumbo) Giambrone  
Art Director-Torque Creative, *Mercedes Benz USA*

Jaimie Gibriano  
Senior Director of Creative at *HelloFresh*

Kelly Gayara  
Associate Creative Director at *Civic Entertainment Group, LLC (A Seacrest Global Company)*

Melissa Behrens Lipovsky  
Creative Director, *Costello Creative Group*

PRODUCTION

Josh Markoff  
Producer, *RuckusDev*

Patrick Maloney  
Social Content Producer, *Full Squad Gaming*

MARKETING

Andrew Dakan  
Social Media Manager, *Summit Golf Brands*

Bella (Mosca) Young  
Assistant Director of Digital Engagement, *Office of Medical Annual Giving, Johns Hopkins University & Medicine - Development and Alumni Relations*

Chris Hertzog  
Vice President Marketing, *Acquir.co*

Halla Kandil  
Brand Lead of Marketing Medical Dermatology & Neurology, *Sun Pharma*

Ivan Villafane  
Digital Marketing Manager, *Rodman Media*

Julie Mossey  
Marketing Director, *Generations Brands*

Kim (Pillinger) Domitrowski  
Senior Marketing Specialist, Brand Design at *Catalent*

Lauren Lorenzo  
Design and Marketing Specialist, *Comprehensive Connectivity Company*

Lauren Tagliaferro Kopek  
Director of Communications at *St. Columba Episcopal Church*

Mary (Rolandelli) Strength  
Director of Marketing, *The General*

Michelle Hickey  
Digital Marketing Director at *Integra LifeSciences*

Rachel Santomieri  
Marketing Manager, Brand Design at *Catalent Pharma Solutions*

Sarah (Lorenz) Welfel  
Digital Marketing Operations Manager, *The Children's Place*

Tashon Thompson  
Head of E-Commerce & Digital Marketing, *Purple Brand*

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>> Contact

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thesis project by Olivia Perry

GRAPHIC DESIGN  
Bachelor of ARTS

Maxwell Becton College of Liberal Arts and Education

PRINT

WEB

ILLUSTRATION

PACKAGING

PRODUCTION

EXHIBIT DESIGN

MOTION GRAPHICS

USER EXPERIENCE

MARKETING

The Fairleigh Dickinson University Graphic Design Program focuses on career goals from freshman year, helping students learn to succeed as a designer while developing a strong business foundation through a combination of talent, creativity, and education. Coursework in this discipline includes design theory, art history, and the study of industry-standard computer software packages like Adobe Creative Cloud.

At FDU, our goal is to provide the skills necessary to gain successful employment in the graphic design field. Upon graduation, our students display their creativity and originality through a portfolio and websites that feature their most flourishing designs—a requisite for going on any professional print design interview.





Our robust liberal arts curriculum encourages the exploration of diverse cultures, refining communication, and critical thinking skills that are necessary for this profession. Students develop strong verbal and visual communication skills along with the ability to work well under tight deadlines. Our diverse liberal arts courses teach the communication, critical thinking, management, and organization skills needed to interact well with others within the workplace.

Students showcase their work through a variety of exhibits, contests, and social media explorations, thereby gaining recognition for their achievements. The FDU Design Studio allows students to gain real-world experience as they work for real clients.

The possibilities at FDU are endless.



## Curriculum

We believe in constantly adjusting our curriculum in response to design developments. While many of our graduates have pursued historically generalized graphic design roles, a number have also branched out to more modern design and communication positions as marketing and user experience designers.

Some have also specialized in web development and design, motion graphics, exhibit and visual merchandising design, as well as apparel design.

Some have even advanced in the production aspect of design—promoted to art and creative director roles, producer, managers and coordinators.

Still others have chosen to focus on their passions, pursuing freelance careers in art, small studio ownership as well as teaching.

To achieve these goals for our graduates, we in the Graphic Design program believe the following are key:

- knowledge of our tools,
- an awareness of design history as well as current media developments,
- constant exploration and practice,
- and a willingness to create and produce.

We place a strong emphasis on concept development, technical skills, and aesthetics, as well as problem-solving and creating visual solutions. Students



<https://www.fdu.edu/academics/colleges-schools/becton/arts/graphic-design/>



**JANET O'NEIL**  
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Graphic Design Professor  
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who focus on print design help organizations in becoming recognizable through branding. Typography, color, images, and logo designs that portray a particular idea or identity are utilized in marketing and promotional materials—such as product packaging, brochures, ads, advertising and marketing campaigns, publishing, public relations, and other related materials.

Those who become proficient in Web blend technical skill with design expertise, preparing students for a variety of careers in the interactive industry. Web design encompasses the creative process in developing the front-end visuals of a website that work for its target market. It involves both the aesthetics and the mechanics of a website's operation. At FDU our courses focus on visual creativity and originality while targeting universal UX/UI design concepts. While web designers are responsible for the visual aspect, they also need to have a working knowledge of a variety of scripting languages such as HTML, CSS, JavaScript, and PHP. In our courses, we teach all these skills while studying browser/server compatibility.

Illustration-inclined students learn to interpret, conceptualize, and focus on developing a personal style while practicing techniques in both traditional and digital media. They find their passion through concept development and practicing excellence in their craft. Imagination and experimentation are encouraged as well as developing attention to detail. Our students are encouraged to enhance their artistic skills by taking courses in drawing, color theory, photography, painting, and sculpture.

Individual discovery through creativity, mastery of craft, layout and composition, internships, and career plus freelance skills are all encouraged in this program so students have better options upon graduation.

