

Yvonne Houghtaling

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245 Woodstock Avenue, Glen Ellyn, Illinois 60137

SUMMARY

Graphic designer with experience in both print and web design with special focus on creating, directing and implementing branding solutions for corporations and new businesses. Highly motivated, creative and versatile with exceptional interpersonal skills with team members and associates. Proven ability to incorporate the needs and desires of the client with a superior design solution. Recognized for combining good information layout, great design architecture and the artful use of color for industries from financial services to theater arts.

PROFESSIONAL EXPERTISE

Skills:

Web site and user interface (UI) design
Web banners and ads
Logo design
Page layout/landing page design
Email marketing
Direct mail campaigns
Corporate branding
Trade show/large format display design

Software:

Adobe InDesign CC2015
Adobe Illustrator CC2015
Adobe Photoshop CC2015
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
WordPress
HTML/CSS

WORK EXPERIENCE

Stearman Creative, Glen Ellyn, Illinois

January 2015 – Present

Stearman Creative specializes in bringing company messages to life through the insightful application of both visual and written communications:

- Help create or refine brand that can carry over to website, business cards, letterhead, and other marketing materials.
- Valuable resource in helping to fine-tune overall messaging to succinctly craft a compelling story about your company and its capabilities.
- Available to continue work on the evolution and development of marketing collateral, including pitchbooks, newsletters, overview sheets, annual reports, advertisements, and other materials.
- Available to review and offer strategies to refine web site look and online presence.
- Available to help generate new ideas and help solve problems.
- On-going resource for last minute projects that tend to occur in this industry.

VonDesign.net, Glen Ellyn, Illinois

December 2000 – December 2014

Founded and maintained a thriving design studio serving a variety of different clients. Projects include:

• Traditional Print & Production

Northern Trust Global Investments (holiday card design and production, growth management brochure)

Victory Gardens Theater (responsible for quarterly newsletter, postcards, posters, web banners, bus/train station ads, newspaper and magazine ads, and miscellaneous promotional material as needed)

Millennium Trust Company (print design, web graphics, booth displays)

Allegiant Asset Management (quarterly newsletter layout and production, promotional mouse pad design)

National City (quarterly newsletter layout and production, promotional html e-mail)

Clearbrook (annual fund-raiser event invitation design and production)

• Web Sites

DanceDanceDanceLtd.com (web design and updates for professional dance studio)

MunroPhoto.com (web site design spotlighting the work of professional photographer)

LauraKaiserInnes.com (web site design and coding to promote the work of professional freelance writer)

StarlandKids.com (web site designed for theatre camp and classes)

Booklivemusic.com (web site designed to preview and book live local musicians)

• Logo Designs

Woman Investment Professionals

Thrown Elements Pottery

Inside Information Coaching

Orchestration Inc.

Northwest Radiology Consultants

Appellate Lawyers Association.

Momentum Entertainment

Tan Natural Organics

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Proxicom, Inc., Chicago, Illinois

Senior Graphic Designer

June 2000 – December 2000

Proxicom was an interactive agency that developed custom-tailored interactive and web-enabled solutions for Global 1000 organizations. Proxicom provided creative, strategic, technical, analytical and marketing solutions across a number of industries. As a consultant in the creative group, I worked closely with the creative producers, creative technologists, and information architects to implement designs for a wide variety of clients. My web designs were recognized for the success in balancing the needs of the client, the input of other team members and the technical abilities of the back end. Clients I worked directly with include Toyota and Department 56.

ThinkTank, Chicago, Illinois

Senior Graphic Designer

July 1999 – June 2000

ThinkTank was a marketing and advertising company specializing in taking client projects from idea to finished product. ThinkTank promoted some of Motorola's first cell phones and pagers to various target groups using cohesive marketing and graphical strategies. As a member of the e-media group, I worked closely with the creative directors and the art directors to develop user-friendly, technically functional and visually engaging web sites. I was also charged with creating and producing CD-ROMs and multimedia presentations. Each project was brought in on-time and on-budget while always focusing on the marketing goals of the client.

Intelli.com, Chicago, Illinois

Senior Graphic Designer

March 1998 – July 1999

Intelli.com was instrumental in developing an online presence for a wide variety of clients. Intelli.com specialized in crossing over from traditional marketing and promotions to the internet. As a senior graphic designer, I worked closely with clients and back end programmers to develop and produce technically smart and user friendly web sites. My designs create the overall look and feel for each site while also successfully delivering on each client's stated marketing objective.

Stein Roe & Farnham Mutual Funds, Chicago, Illinois

Supervisor, Creative Services

September 1994 – March 1998

Stein Roe & Farnham Inc. provides its services to high net worth individuals, families, and charitable institutions. It manages mutual funds and separate client-focused equity portfolios. During my tenure at Stein Roe, I managed a staff of three designers to create high-quality print and electronic marketing and communication pieces. In addition to my own hands-on design work, I was also responsible for managing workflow and budgets to make sure each project was brought in on-time and on-budget. Materials produced included promotional brochures, direct mail campaigns, fulfillment collateral and web banner ads. I successfully managed an array of vendor relationships. Also recognized for my award-winning art direction and design for Stein Roe's Young Investor Fund welcome and fulfillment materials. Awarded the 1997 Horizon Award for Exceptional Employee Contribution.

Sargent & Lundy Engineering, Chicago, Illinois

Graphic Design Coordinator

July 1990 – March 1994

Sargent & Lundy has provided comprehensive consulting, engineering, design, and analysis for electric power generation and power delivery projects worldwide. As a graphic design coordinator I managed the workflow for various projects, including the graphic production of flyers, brochures, electronic presentations and engineering line art drawings.

EDUCATION AND TRAINING

Bachelor of Science, Art/Graphic Design/Mass Communications, Bradley University, Peoria, Illinois, 1990

Internet Site Development Training, Rockhurst College Continuing Education Center, Inc., On-line Program, 1995

HTML and After Effects Training, Mac University, 1996

Adobe Illustrator, College of DuPage, 2004

Adobe Muse Training, Ascend Training, 2012

InDesign Training, Ascend Training, 2014