

## SUMMARY

Talented graphic designer with over 20 years of experience in print and web design. Highly motivated, creative, versatile and especially skilled in creating and directing corporate and new business design. Exceptional interpersonal skills with team members and subordinates. Proven ability to incorporate the desires of the client with a superior design solution.

## PROFESSIONAL EXPERTISE

### Skills:

Web site and user interface (UI) design  
Logo design  
Page layout design  
Email marketing  
Direct mail campaigns  
Corporate branding  
Trade show display design  
Proficient on Macintosh OS and Windows

### Software Tools:

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
BBEdit  
HTML/CSS

## WORK EXPERIENCE

### **Freelance Designer**, Glen Ellyn, Illinois

December 2000 – Present

Currently maintain a thriving design studio serving a variety of different clients. Projects include:

- **Traditional Print & Production**

**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)  
**Northern Trust Global Investments** (holiday card design and production, growth management brochure)  
**Clearbrook** (annual fund-raiser event invitation design and production)  
**Allegiant Asset Management** (quarterly newsletter layout and production, promotional mouse pad design)  
**National City** (quarterly newsletter layout and production, promotional html e-mail)

- **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**

Thrown Elements Pottery  
Inside Information Coaching  
Orchestration Inc.  
Tan Natural Organics

Northwest Radiology Consultants  
Woman Investment Professionals  
Appellate Lawyers Association.  
Momentum Entertainment

### **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