

Over 20 years of extensive design experience in corporate in-house design departments as a Creative Manager and Senior Graphic Designer. Proven strengths in planning, creating, executing, and supervising creative projects from concept through completion while meeting deadlines and budgets in a fast-paced environment. Energetic self-starter with excellent project management skills.

SENIOR DESIGNER

Federal Reserve Bank of Chicago
Chicago, Illinois
July 2015 - present

- ▶ Conceptualize and execute design for a variety of print, web, and e-mail marketing projects, engaging stakeholders and improving the visibility of Community Development both internally and externally
- ▶ Publish *ProfitWise News & Views*, a quarterly community and economic development publication; transition format to digital/web and survey readership on potential improvements and content
- ▶ Lead the development and design of multi-channel, custom coded e-mails and mobile app for hosted events

MEDIA SPECIALIST

Aux Sable
Morris, Illinois
May 2012 - March 2015

- ▶ Managed, designed and produced “on-brand” marketing materials, from concept through print, web and digital formats of all marketing and communications materials, including presentations, advertisements, promotional items, signage, training and corporate communications

Major Achievements

- :: Led the development of the new brand standards for Aux Sable; communicated the new standards to employees and implemented them through website, fliers, infographics, newsletters and training classes
- :: Managed the redesign of both internal and external websites; worked closely with IS and senior management to approve design and content
- :: Worked closely with senior management to develop and produce videos for employee education classes

CREATIVE DIRECTOR

LKCS
Peru, Illinois
March 2008 - January 2012

- ▶ Managed six designers and the development of all marketing materials for LKCS and its 100+ clients
- ▶ Supervised designers’ schedules and workflow processes to insure project deadlines and budgets were met
- ▶ Oversaw the new “Variable Data Print” (VDP) service – developed a new departmental system for producing variable data print materials and created monthly variable matrix templates

Major Achievements

- :: Developed and implemented new workflow processes within the design department, resulting in:
 - decreased overtime of 10-15 hours per week
 - improved communication/efficiencies between departments; converting it to a profitable business unit
- :: Launched two new revenue stream services for the company—Logoed Products and VDP
- :: Won prestigious *Communicator Award of Excellence* for LKCS’ new brand/corporate brochure

CREATIVE SERVICES MANAGER

MidAmerica Bank
Downers Grove, Illinois
December 2004 - March 2008

- ▶ Provided creative direction to in-house creative team (three designers and one communications specialist) on the development of all marketing communications materials, including direct mail, advertisements, promotional items, signage, newsletters and corporate communications
- ▶ Managed staff and supervised workflow process to insure brand standards, deadlines and budgets were met
- ▶ Developed and maintained relationships with outside vendors including advertising agency, printers, writers, and illustrators
- ▶ Worked closely with Bank’s Information Systems to create and maintain websites, micro sites and Flash splash web pages for both Intranet and Internet
- ▶ Implemented and directed creative plans, budgets, timelines and other components for websites, annual reports and other major marketing projects; worked closely with Marketing Directors to provide creative & strategic input

Major Achievements

- :: Managed the redesign of Bank’s website; worked closely with marketing VPs / business unit leaders to approve design and content
- :: Managed the production and design of the prior two annual reports; created timelines for senior management to follow to meet deadlines; worked closely with senior management to produce final copy, data and design; managed project budget of \$75K

SENIOR GRAPHIC DESIGNER

Transamerica Finance Corporation
Hoffman Estates, Illinois

October 2001 - December 2004

- ▶ Created marketing materials (web and print) and managed projects from concept through final production in a tight-budgeted, team-oriented, in-house marketing department for a large financial and information services company
- ▶ Developed and maintained relationships with outside vendors including printers, writers, illustrators, and advertising agency
- ▶ Worked closely with E-commerce Director to create websites, micro sites and Flash web pages
- ▶ Managed marketing projects' budgets, deadlines and quotes

Major Achievements

- :: Played a key role in the development of the new brand standards for Transamerica; communicated the new standards to internal customers and implemented them through websites, advertisements, and direct mail campaigns
- :: Designed, managed and produced the first corporate bi-monthly newsletter for all employees
- :: Designed and produced corporate brochures for three of the Company's most profitable divisions; managed the relationships between senior management and outside vendors, worked closely with writers and illustrators, and directed the design of the brochures
- :: Designed the first all-Flash online newsletter for external customers
- :: Structured creative print solutions to meet budgetary needs

SENIOR GRAPHIC DESIGNER

GE Commercial Finance
(formerly Heller Financial)
Chicago, Illinois

June 1994 - October 2001

- ▶ Managed, designed and produced "on-brand" marketing materials, from concept through print and web, in an in-house creative department for a large commercial financing company
- ▶ Worked closely with marketing managers and senior level management for all nine divisions of the company (including regional offices)
- ▶ Managed and maintained vendor relationships with printers and advertising agencies
- ▶ Maintained all of the department's computers by providing technical support, troubleshooting, upgrades, new purchases of hardware/software and system/network backups

Major Achievements

- :: Supervised a junior level designer
- :: Designed and produced rich media e-mail campaigns using Flash
- :: Created and maintained an online catalog for ordering corporate kiosks and collateral
- :: Designed and supported the creative department's website including its policies and procedures
- :: Contributed in the development and implementation of Heller's *Brand Style Guidelines*

GRAPHIC DESIGNER

SAIC
Chicago, Illinois

August 1991 - June 1994

- ▶ Provided the Chicago regional office with graphics and design for a variety of media including marketing proposals, manuals, and reports
- ▶ Worked closely with the Great Lakes National Protection Office manager to design and produce manuals for the EPA, including *The Report to Congress on the Great Lakes*

FREELANCE DESIGN

- ▶ **Federal Home Loan Bank (FHLBC)** Chicago, Illinois | May 2013 - July 2016
Designed various marketing materials through print and web for corporate and mortgage group (MPF)
- ▶ **American Dental Association (ADA)** Chicago, Illinois | May 2015 - July 2015
Designed various marketing materials through print and web
- ▶ **Discover Financial Services** Riverwoods, Illinois | February 2012 - May 2012
Designed various marketing materials through print, web and flash for largest marketing team
- ▶ **Ambius** Buffalo Grove, Illinois | July 2010 - November 2010
Designed new icons and layouts produced on both North American and European delivery trucks
- ▶ **All Wined Up** Clarendon Hills, Illinois | December 2009 - December 2013
Created marketing materials including website, e-mails, logo, posters, ads, and direct mail for wine shop/bar

EDUCATION

- ▶ Bachelor of Arts in Graphic and Advertising Design
Ray College of Design, Chicago, Illinois
May 1991

Various class training: CS3 & CS5, Dreamweaver, Photoshop, Premier Pro, QuarkXpress, HTML, Branding, Photography