

Corporate Graphic Design:

Graphic Design

Front-End Web
Email
Direct Mail
Promotional Materials
CDs
Logos
Production

Quill.com/Medical Arts Press, Divisions of Staples, Inc., Lincolnshire, IL (2/04-Current)

Associate Creative Email Designer (07/10-Current)

- Design and develop new email creative for Quill.com categories; team up with marketing and writing to produce email campaigns that boost customer growth and sales
- Develop new procedures and lead testing for new DASH system, Quill.com's real-time customer email communication tool, assisting a 50+ person sales force and customer service
- Train and document DASH system procedures for 5+ member design team
- Build creative email templates containing branded material and share with web team
- Trouble shoot emails in testing along with IS, marketing and editing departments
- Work closely with lead designers to maintain brand guidelines within all designs

Senior Web/Print Production Designer (09/08-07/10)

- Web/Email: designed web ads, emails and landing pages to boost sales for both brands
- Direct Mail Marketing: designed dynamic postcards and sell sheets to acquire new customers for both brands
- Promotional Items: designed and reformatted top selling products including calendars, postcards and supply bags
- Created and used templates for web and print pieces to help maintain brand consistency
- Worked closely with lead designers to improve work processes and maintain brand guidelines within all designs

Senior Catalog Production Designer (11/06-9/08)

- Assumed team leadership roles including training, page assigning and team coaching
- Assisted supervisor in streamlining production processes to improve workflow
- Approved and created department styleguides to ensure that all media meets branding and printer specifications
- Designed and managed multiple catalogs for both brands including a 50+ page, monthly flyer
- Supported creative team with a variety projects including web ad, email and postcard design

Catalog Production Designer (2/04-11/06)

- Developed new layouts for Paper, Quill's top-selling product line and streamlined existing layouts for the Writing Instruments category while meeting target deadlines
- Created new designs for DVD premiums including the Harry Potter series, Narnia and Shrek
- Approved and created department styleguides to ensure that all media meets branding and printer specifications
- Designed and managed multiple catalogs for both brands including a 84+ page, monthly flyer

Software

Dreamweaver
Flash
Photoshop
Illustrator
Indesign
Quark
Acrobat
Word
Excel
Outlook

Scripting

HTML
XHTML
CSS
PHP
MySQL
Spry
ActionScript

AVG Automation, Carol Stream, IL (7/02-7/03)

Marketing/Graphic Design Assistant

- Designed sell sheets, illustrations, color corrections, presentations and photography
- Worked with Marketing VP and CEO to created a 32 page informational catalog

Freelance Graphic Design:

LR-Designs.com, Home Office (6/02-Current)

Client List: Images by DavidKay, Dean Sawyer Photography, EvenSkies Band, Journeys from PADS to HOPE and more.

Education:

June 2010
November 2005
June 2004
May 2002
May 2000, July 2001

The Art Institute of Pittsburgh, Online
The Illinois Institute of Art-Schaumburg
New York Institute of Photography
Northern Illinois University
William Rainey Harper College

Diploma in Web Development
Certificate in Graphic Design
Certificate in Photography
BA in Corporate Communication
AA, AFA-Art

Pittsburgh, Online Division
Schaumburg, IL
New York, Home Study
DeKalb, IL
Palatine, IL