



Graphic Design

PROFILE

Experienced graphic designer, skilled artist and creative thinker with hands-on abilities in product roll-out, direct marketing, sales promotions and development of detailed proposals. Solid project leadership in IT operations, requirements identification, executive reporting and preparation of accurate user documentation.

- Extensive exposure to graphic design demands involving consumer-oriented products and competitive marketplaces, along with business development, project execution and executive interaction.
- Expertise in identifying project parameters, acquiring necessary resources, utilizing creative design talents and meeting client requirements.
- Self-motivated to achieve optimal performance levels, enhance client market impact, maintain high quality standards and meet aggressive assignment objectives.
- Multi-tasking talents in team building, organization, requirements identification and attention to detail in time-sensitive situations.
- Fully familiar with MS Office Suite, Adobe Creative Suite, QuarkXPress, Dreamweaver and Flash on PC and Macintosh platforms, as well as print, web & UIUX design; knowledge of HTML and CSS; skilled in photography and drawing.
- Skilled in all aspects of hardware/software installations, custom builds, configuration, maintenance and upgrading in a timely manner.

AREAS OF EXPERTISE

Graphic Design • Relationship Building • Grid Systems • Work Scope Definition • Team Participation • Professional Communications • Multi-Project Management • Client Interaction • Resource Allocation • Page Layout • Complex Problem Resolution • Identity Creation • Deadline Compliance

EDUCATION

Illinois Institute of Art - Schaumburg, Schaumburg, IL 2009
Bachelor's Degree of Fine Arts in Graphic Design

- * GPA: 3.80/4.0.
- * Graduated with Honors; President's List.
- * Extensive art and class work used to advertise this school and by professors as course templates.

Triton College, River Grove, IL 2005
A.S. Degree in Visual Communication and Graphic Design

- * GPA: 3.95/4.0.
- * Graduated with Highest Honors; Dean's List.
- * Member of the Phi Theta Kappa honor society.
- * Numerous creative pieces served to promote this institution and class work goals.



EMPLOYMENT & ACCOMPLISHMENTS

Freelance Graphic Designer, Chicago, IL

2008 – 2010

In charge of acquiring, managing and completing a variety of graphic design projects per client requirements and deadline goals.

- Hired to create a 10-year anniversary logo for Eterna Bond that aesthetically supported their standard logo, while maintaining the long-term distinctiveness of the company.
- Updated and optimized logos for both print and web use for E.S. Online Enterprise.
- Designed custom logotype and alternate identity to represent both Jim Karas Personal Training and Jim Karas Lifestyle Expert.
- Active member of the marketing team that defined the color system for the Chicago Area Mountain Bikers in support of various event posters.
- Designed custom logo and corporate identity system for self-promotion, for Coach Me Rhonda, LLC. This includes letterhead, business card and envelope. Prepared files for print and worked directly with the printer. Created a custom identity for an Independent Sound Engineer. This included business cards and self promotion.
- Prepared files for print and worked directly with the printer.

Rovi Corporation/Macrovision, Chicago, IL

2009

Production Designer

Worked closely with the senior user experience designer and helped to develop new iconography, re-skinning screens, digital assets and pixel specs, along with partner content, banners and ads.

- Created the product logo for the new "CopyBlock" software; also optimized and edited cable station logos for a new cable release.
- Designed and launched user experience and interface screens.
- Greatly assisted in the merger integration of the design function between Rovi and Macrovision.
- Clients included: Blockbuster, Flixster, Netflix, Samsung and Showtime.

General Nutrition Center, Chicago, IL

2001 – 2003

Sales Associate

Responsible for all aspects of floor sales, visual merchandising, stocking, inventory control and analysis of daily sales activity.

- Selected to open and close the store, as well as perform facility maintenance and cleaning.
- Chosen to train and orient new hires in product lines.

Pawlan, Blumenfeld & Associates, Chicago, IL

1999 – 2000

Computer Technician

Provided PC support to this family-owned CPA firm, including software installation, network set-ups & configuration, hardware upgrades, PC repair and complex problem solving.

- Recognized by this small business for excellent skills in project management and quality assurance.