

SUMMARY

Versatile and detail-driven graphic designer with over 15 years of experience creating compelling print and digital assets for diverse industries, including higher education, healthcare, and marketing. Highly proficient in Adobe Creative Suite and web development tools, with a strong background in visual storytelling, brand consistency, and technical illustration. Adept at managing complex production workflows, optimizing templates, and turning hand-drawn concepts into polished, vector-based graphics. Known for a sharp eye for design, typography, and creating efficient, scalable design systems.

ADOBE CREATIVE CLOUD

InDesign • Illustrator • Photoshop
Bridge • Acrobat • After Effects

WEB DEVELOPMENT

Dreamweaver • HTML with CSS
Image slicing • Animated GIF
creation • Sitemaps • Wireframes

PREPRODUCTION AND PRODUCTION

Preflighting • Keylining • Style
sheets • Master pages • Layered
templates • Print file packaging

PRINTING PROCESSES

Offset • Digital

EDUCATION

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO

Bachelor of Fine Arts degree
with an emphasis on
Visual Communications

- Work displayed in
*The First Year Exhibition:
New Faces in a New Space*,
Betty Rymer Gallery
- First-year Merit
Scholarship Nominee

EXPERIENCE HIGHLIGHTS

ALHAMBRA RETREAT HOUSE — STILLWATER, MN

Graphic Designer 2024 – Present (Permalence)

- Developed and designed logo and brand guidelines for art studio
- Created promotional materials, including business cards, sell sheets, booklets, forms, invitations, and signage

THE UNIVERSITY OF CHICAGO: ALUMNI RELATIONS AND DEVELOPMENT COMMUNICATIONS — CHICAGO, IL

Senior Production Designer 2013 – 2024

- Applied design production skills to create and adapt an extensive range of print and digital communications for multiple formats and university divisions, supporting alumni stewardship and donor engagement at a leading research institution
- Produced design collateral across all phases of *The University of Chicago's Inquiry and Impact* campaign — pre-launch, active, and post-campaign — for the university's most ambitious fundraising initiative, which successfully raised \$5.43 billion
- Worked with the Office of Special Events to develop a full suite of branded materials for high-profile events, including Alumni Weekend, Homecoming, Giving Day, and major gift announcements
- Developed and modernized the master template for print and digital stewardship reports, incorporating infographics, charts, and interactive content with embedded links. Customized each report for over 20 of the university's top donors — enhancing personalization, visual clarity, and engagement, which contributed to increased positive donor responses
- Collaborated with internal clients and external vendors to manage production workflows and communications, ensuring projects were delivered on time, within budget, and met quality expectations

TRIBUNE DIRECT — NORTHLAKE, IL

Graphic Designer 2010 – 2012 (Permalence)

- Designed and preflighted direct mail pieces with variables, including letters, envelopes, postcards, self-mailers, and brochures
- Developed style guides and templates to maintain consistency of design for SuperValu Grocery and Pharmacy brands

NEW CONTROL DIRECT MARKETING — CHICAGO, IL

Studio Preproduction Designer 2007 – 2009

- Generated keylines and prepared creative work for a wide range of environments, from direct mail to point-of-sale materials
- Preflighted and packaged files for printing
- Provided layout and concept design for agency pitches and proposals
- Updated style guides, templates, and forms
- Assisted the interactive department in the production of sliced images and animated content

CHICAGO CATALOG GROUP — CHICAGO, IL

Production Designer and Illustrator 2005 – 2006 (Permalence)

- Assisted project managers, art directors, and designers in all areas of catalog design production
- Prepared and preflighted documents for printing
- Developed concepts, sketches, and illustrations for product and cover art

EDELMAN PUBLIC RELATIONS WORLDWIDE — CHICAGO, IL

Design Assistant 2000 – 2002

- Assisted Edelman Interactive Solutions design staff in the production and layout of websites for a wide range of international clients
- Provided thumbnails, story boards, and illustrations for static web images and Flash animations for Edelman Interactive Solutions, Baskin Robbins, Sprint, Microsoft's *Oddworld*, and Pizza Hut
- Created templates for continually updated graphics, headers, and buttons
- Served as the primary production designer for Bush's Baked Beans website
- Designed sitemaps for websites

FREELANCE EXPERIENCE

2013

INTOUCH SOLUTIONS – CHICAGO, IL **Production Designer**

- Assisted creative team in the development of iPad application graphics

AECOM – CHICAGO, IL **Production Designer**

- Streamlined production of commercial real estate portfolio by creating unified InDesign template with style sheets

LIFTMASTER – ELMHURST, IL **Production Designer**

- Served as the lead Production Designer in the development of LiftMaster's branding guide
- Assisted the marketing team in the design and production of printed materials, including direct mail pieces, signage, sell sheets, forms, and package layouts
- Preflighted and packaged files for printing

2012 – 2013

NEXT REALTY – NORTHBROOK, IL **Production Designer**

- Streamlined production of commercial real estate portfolio by converting Illustrator and PDF documents into unified InDesign template with style sheets
- Assisted the marketing director in updating PowerPoint presentation files

HAMILTON COMMUNICATIONS – CHICAGO, IL **Preproduction Designer**

- Generated keylines and prepared creative work for Baxter Healthcare, including brochures, point-of-sale materials, large format signage, and iPad layouts
- Preflighted and packaged files for printing

SYMMETRI MARKETING – CHICAGO, IL **Production Designer**

- Created site maps and wire frame layouts for website concepts
- Assisted project management team in the revision of brochures, email promotions, and various marketing materials

2011 – 2012

RAND McNALLY – SKOKIE, IL **Production Designer**

- Assisted the creative director and project management team in all areas of catalog production design of the *Volvo Truck Directory* for years 2011 and 2012
- Fixed typographical errors and design inconsistencies

2007

HOYT PUBLISHING – SKOKIE, IL **Graphic Designer**

- Assisted the marketing and creative teams in the design and production of collateral materials promoting the 2007 In-Store Marketing Expo, including *The Design of the Times* brochure

CARDINAL HEALTH – WAUKEGAN, IL **Graphic Designer**

- Streamlined design and increased productivity of the *V. Mueller Laparoscopic Surgical Instrument Catalog* by creating style sheets and templates
- Created animated GIFs for website banner ads
- Developed brochures and signage for the 2007 National Sales Achievement Awards

AON SERVICE CORPORATION – CHICAGO, IL **Graphic Designer**

- Developed corporate communications materials, including brochures, sell sheets, and print advertisements
- Designed signage for the AON Worldwide Leadership Meeting
- Preflighted documents for printer output

ICON IDENTITY SOLUTIONS – ELK GROVE VILLAGE, IL **Illustrator**

- Translated field surveys and photographs into detailed, illustrated maps

2006

ALL THE PRETTY FACES – CHICAGO, IL **Interactive Designer**

- Developed and designed corporate identity and materials for professional makeup application service, including business cards, print advertisements, and website
- Scanned, retouched, and color corrected extensive portfolio of images using Photoshop
- Worked with client through all stages of website design and production, from concept building to programming in HTML

STAGED IT, SOLD IT! – MINNEAPOLIS/SAINT PAUL, MN **Interactive Designer**

- Developed and designed corporate identity and materials for interior staging and redesign company
- Worked with client through all stages of website design and production, from concept building to programming in HTML