MEI MOY

GRAPHIC DESIGNER & PRODUCTION SPECIALIST
Chicago, Illinois • 773.822.6178 • mei@meimoy.com

EXPERIENCE HIGHLIGHTS

HAVAS—Chicago

Studio Production Designer 2026

- Produced large-format window graphics for multiple retail locations, adapting artwork to scale and complex architectural and environmental conditions while maintaining production accuracy and visual consistency
- Prepared direct-mail creative for agency pitches, translating concepts into production-ready assets aligned with print and postal specifications

Alhambra Retreat House—Stillwater, Minnesota

Graphic Designer 2025–2026

- Created a cohesive art studio brand identity and style guide defining logo usage, typography, and color palettes; extended the visual system to business cards, sell sheets, booklets, invitations, and signage

The University of Chicago: Alumni Relations and Development Communications—Chicago

Senior Production Designer 2013–2024

- Designed, adapted, and produced high-volume print and digital communications for multiple university divisions, including marketing collateral, event materials, direct mail, and fundraising proposals supporting alumni relations and donor engagement
- Executed design production across pre-launch, active, and post-campaign phases of the $5 billion *University of Chicago: Inquiry and Impact* fundraising initiative, which ultimately raised $5.43 billion
- Partnered with the Office of Special Events to produce coordinated print and digital materials for marquee university events, including Alumni Weekend, Homecoming, Giving Day, and major gift announcements
- Redesigned the stewardship report master template with infographics, data visualizations, and interactive digital features; tailored reports for more than 20 principal donors
- Coordinated end-to-end production with internal stakeholders and external print vendors, balancing brand standards, technical specifications, schedules, and budgets

Tribune Direct—Northlake, Illinois

Graphic Designer 2010–2012

- Designed and preflighted variable-data direct mail—including postcards, self-mailers, letters, envelopes, and brochures—ensuring accurate personalization and compliance with USPS requirements
- Built style guides and reusable templates to maintain brand consistency across SuperValu Grocery and Pharmacy materials

New Control Direct Marketing—Chicago

Studio Preproduction Designer 2007–2009

- Created keylines, preflighted artwork, and packaged print-ready files for direct mail, point-of-sale displays, and retail collateral; contributed layouts and concepts for agency pitches
- Managed master templates, brand guides, and data-collection forms; optimized web-ready graphics and animated GIFs for the interactive team

Chicago Catalog Group—Chicago

Production Designer and Illustrator 2005–2006

- Collaborated with art directors, designers, and project managers across all catalog production phases—from conceptualizing initial sketches and product illustrations to preflighting and packaging press-ready print files

PORTFOLIO

meimoy.com

SUMMARY

Versatile and detail-driven Graphic Designer with over 15 years of experience creating compelling print and digital assets across higher education, healthcare, and marketing. Highly proficient in Adobe Creative Suite, with an extensive background in print production workflows, brand consistency, layout design, and technical illustration. Adept at optimizing complex templates and translating hand-drawn concepts into polished, vector graphics. Proven track record of establishing efficient, scalable design systems with a sharp eye for fine details and typography. Additionally skilled in digital production, using Dreamweaver to hand-code websites from scratch with clean, compliant HTML/CSS

CORE EXPERTISE

Design
Brand identity • Typography • Layout
Illustration • Infographics

Adobe Creative Cloud
InDesign • Illustrator • Photoshop
Bridge • Acrobat • After Effects

Preproduction and Production
Preflight • Keylines • Print-ready packaging • Master pages
Style sheets • Variable data

Digital Production and Web Design
HTML/CSS • Dreamweaver
Web graphics • Animated GIFs
Sitemaps • Wireframes

Printing Processes
Offset • Digital • Large-format

EDUCATION

School of the Art Institute of Chicago
Bachelor of Fine Arts,
Visual Communications

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

FREELANCE & PROFESSIONAL EXPERIENCE

2013

AECOM—Chicago — Production Designer

- Standardized the production of a residential development portfolio by developing a comprehensive InDesign template

Intouch Solutions—Chicago — Production Designer

- Collaborated with the creative team to develop and prepare graphics for an iPad application

LiftMaster—Elmhurst, Illinois — Production Designer

- Led production design of a global brand guide to standardize visual assets and usage guidelines
- Produced direct-mail suites, signage, sell sheets, data-collection forms, and packaging layouts with the marketing team; finalized print-ready files and managed technical quality checks against vendor specifications

2012–2013

Next Realty—Northbrook, Illinois — Production Designer

- Unified Illustrator and PDF source documents into a structured InDesign portfolio template with style sheets, improving consistency and repeatability
- Designed and refreshed PowerPoint marketing presentations in collaboration with the marketing director, aligning layouts with brand standards

Hamilton Communications—Chicago — Preproduction Designer

- Produced keylines and prepared Baxter Healthcare brochures, point-of-sale materials, large-format signage, and iPad layouts
- Preflighted and packaged production files, performing technical quality checks to fulfill printer requirements

Symmetri Marketing—Chicago — 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, Illinois — Production Designer

- Supported the creative director and project management team across all phases of catalog production for the *2011* and *2012 Volvo Truck Directory*

2007

Hoyt Publishing—Skokie, Illinois — Graphic Designer

- Designed and produced promotional collateral for the 2007 In-Store Marketing Expo, including *The Design of the Times* brochure

Cardinal Health—Waukegan, Illinois — Graphic Designer

- Developed style sheets and templates to streamline production of the *V. Mueller Laparoscopic Surgical Instrument Catalog*
- Created animated website banners and designed brochures and signage for the 2007 National Sales Achievement Awards

Aon Service Corporation—Chicago — Graphic Designer

- Developed corporate communications materials, including brochures, sell sheets, and print advertisements
- Designed signage for the Aon Worldwide Leadership Meeting
- Prepared final files, performing quality assurance checks to guarantee compliance with printer specifications

Icon Identity Solutions—Elk Grove Village, Illinois — Illustrator

- Translated field surveys and satellite photographs into precise Illustrator layouts guiding installation of illuminated environmental signage

2006

All the Pretty Faces—Chicago — Interactive Designer

- Created brand identity, business cards, print advertising, and a website for a professional makeup service; retouched and color-corrected portfolio imagery
- Managed website development from initial design through HTML programming

Staged It, Sold It!—Minneapolis–Saint Paul, Minnesota — Interactive Designer

- Developed brand identity, marketing materials, and a website for an interior staging business; managed the website from creative brief through launch

2000–2002

Edelman Public Relations Worldwide: Edelman Interactive Solutions—Chicago — Design Assistant

- Produced sitemaps, layouts, storyboards, and illustrations for web and Flash projects serving international clients, including Baskin Robbins, Sprint, Microsoft's *Oddworld*, and Pizza Hut
- Built reusable graphics templates and served as primary production designer for the Bush's Baked Beans website