

*job experience* **Graphic Designer** | *Cars.com, Chicago, IL: Dec '14 - Present*

- \* Design, implement and maintain digital banners in multiple sizes for the Cars.com website.
- \* Write the training and process documentation for each of the different Graphic Design products.
- \* Utilize Photoshop and Flash to create static and rotating ads for over 20,000 Cars.com dealership customers.

**Senior Graphic Designer** | *Measured Marketing, Inc., Chicago, IL: Oct '12 - Nov '14*

- \* Designed email ads for a range of advertisers and marketing verticals.
- \* Executed basic HTML programming.
- \* Ran emails through optimization tests to confirm they work well in all the major email platforms and web browsers.
- \* Advised clients on best practices for their email designs to achieve above average click rates.
- \* Tested new processes, programs and systems to increase efficiencies and help decrease company costs.
- \* Reviewed designer's creatives and advised them on changes/updates for best practices for email.
- \* Created and updated all department training materials, trained all new hires as well as mentored and trained employees across departments.

**Graphic Design Manager** | *Eastern Accents, Chicago, IL: June '10 - Sept '12*

- \* Designed Elle Decor, Home Accents Today and other magazine ads promoting Eastern Accents' bedding products.
- \* Managed, updated and edited catalogs for Eastern Accents' bedding and accessory collections.
- \* Created e-blasts, flyers, postcards, price sheets, product tags and manuals for new and existing products.
- \* Designed large-scale signage for company's trade show presence.
- \* Color corrected and edited photos for print and web (EasternAccents.com).
- \* Mentored and trained all incoming graphic department employees.

**Graphic Designer & Office Assistant** | *Kelly Appraisal, Chicago, IL: Sept '09 - May '10*

- \* Designed from concept through printing, the campaign for the ARCS Foundation Spring Benefit: *Research Roundup*.
- \* Gathered print quotes, negotiated with print vendors and prepared files for printer.

**Interim Lead Graphic Designer** | *Red Cross of Greater Chicago, Chicago, IL: May '09 - Aug '09*

- \* As interim lead designer, handled all project requests and design issues.
- \* Created brochures, web ads, newsletter, postcards, flyers, e-mails, and signage.
- \* Worked with printers on quoting jobs, proof-read and approved projects for final production.
- \* Designed campaign for *Mission Red* event; collaborated with marketing team, designed promotional pieces, e-blasts, web images and print materials for the event.

*education* **Columbia College Chicago** | B.F.A., Graphic Design - *December '08*

**Illinois State University** | B.A., Marketing - *August '99*

*skills* **Program**

- \* Expert in Adobe CS2-CS6 & CC Photoshop, InDesign, Dreamweaver, Illustrator & Acrobat Professional
- \* Knowledge of HTML, CSS & Flash
- \* Proficient in Microsoft Outlook, Excel, Word & PowerPoint

**Additional**

- \* Project management, working within tight deadlines, creative brainstorming and color correction.
- \* Previous client representative experience; built and retained strong client relationships.
- \* Experience with email testing, proofing and optimization; utilizing Komodo Edit, Litmus, Email on Acid & Mail Chimp.