

## Graphic Designer

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Highly creative, results-oriented **Graphic Artist** with advanced technical skills, passionate in creating products that inform and engage customers.

### Objective

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Pursuing a role with a growing company and excited to bring to a design team.

#### Core Skills and Strengths:

- Fluent in the latest Adobe Creative Suite software, able to create high impact design and production templates of books, newsletters, journals/magazines, and catalogs, with the ability to create sharp, clear and brand-specific designs. Experienced in photo retouching and signage.
- Knowledgeable about logos, marketing materials, email blast and website design.
- Self-motivated, confident, energetic creator with strong work ethic, professional demeanor, clear communicator and a collaborative team player skilled in customer relations.
- Adept at thinking out of the box to generate ideas and concepts with a talent for translating company vision into a suite of useful graphics and related designs with attention to detail and accuracy.
- Passionate creator accustomed to preforming in deadline-driven environments, across functional teams (marketing, technical production, sales), on time and within budget.
- Demonstrated success in project management, team leadership and schedule coordination.

### Work Experience

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**Aqua Finance** — Wausau, WI / Jan. 2022 – Present

#### Graphic Designer

Content creation for projects including tradeshow and on-site events; email marketing campaigns, sales collateral, and Human Resources initiatives. Additional responsibilities include creating content plans, drafting product announcements, and potentially maintaining social media accounts.

#### Projects and Results included:

- Ensure consistent image and brand presented throughout all company communications.
- Develop content and graphics for marketing materials such as print advertisements, social content, digital banners and flyers, tradeshow collateral, print banners, flyers, and materials for in-house use such as letterhead, business cards, brochures, and forms in maintained branding.
- Develop and deliver content and graphics for publication and sharing across different media channels, including social media posts, email marketing, guides, flyers, and merchandise.
- Actively communicate with outside vendors on creation and execution of new and existing materials.
- Coordinate and provide necessary materials needed for tradeshow booths, exhibits, and events.
- Drive campaigns through various communication systems and tools.
- Maintain up to date inventory of all digital and printed marketing collateral, as well as developing and maintaining necessary inventory reporting.
- Content management upkeep including shared drives and content libraries.

**Wolters Kluwer** — Riverwoods, IL / Jan. 2001 – June 2018

#### Senior Graphic Designer

Formally known as CCH INCORPORATED, this publishing company produces a wide variety of books, newsletter, magazines and research tools.

#### Projects and Results included:

- Generated computer graphics of high impact books and covers with detail graphic illustrations and typography that meet branding guidelines. This may include a photo shoot of image.
- Designed branded graphic templates in InDesign and MS Word for newsletters and journal, which can be converted into InCopy and functional in XML.
- Contributed design ideas in early planning stages with customers and project managers.
- Created design presentations using Micro Soft Power Point and produced interactive mobile design production for our magazines and tax tools.
- Produced eBooks including the cover designs, both as PDF interactive links, and rich format text.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Meet with customers to present mockups. Created follow-up notes and scheduled team production.
- Developed print materials for brochures, newsletters and journals, created associated documentation and templates, and training utilized by colleagues.

### Professional Skills

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**Adobe Creative Suite** | Illustrator, Photoshop, InDesign, Premiere Pro, InCopy, After Effects, Acrobat

**Microsoft Office** | Power Point, Word, Excel, Outlook, Teams, Power Automate, SharePoint, Forms

Wix, Squarespace, print design and template layout, Constant Contact email blasts, branding, logo design, cover design, production, illustration, costumer service, communication, documentation and training, business social posts

### Other Employment

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**Maple Ridge Farms** —  
Mosinee, WI / Sept. 2021 – Dec. 2021

#### Graphic Designer

**Aspirus** —  
Wausau, WI / Mar. 2019 – Aug. 2021

#### Shuttle and Supply Chain Tech.

**Amazon** —  
Elgin, IL / Nov. 2018 – Jan. 2019

#### Seasonal Delivery Driver

**Aquent Partners** —  
Chicago, IL / July 2000 – Jan. 2001

#### Graphic Artist

**Kinko's Copy Center** —  
Lincoln, NE / Jan. 1996 – June 2000

#### Computer Service Manager/ Computer Graphics Artist

### Education

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#### Associates of applied science degree

Graphic Design

Design | Illustration | Computer Graphics

Salt Lake Community College,  
Salt Lake City, Utah | Graduated 1994