

## **SUMMARY**

Creative and efficient graphic designer with marketing and photography experience; enjoys working with people.

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## **QUALIFICATION SUMMARY**

- Software Proficiency: Adobe Creative Suite 4 for Mac, including Illustrator • Photoshop • InDesign • Acrobat QuarkXPress • PowerPoint • Microsoft Word
  - Experienced with Dreamweaver, Flash and Microsoft Excel; PC literate
  - Self-motivated with excellent verbal and written communication skills.
  - Outgoing team player with creative perspective; strong organizational skills and enjoys problem solving
  - Capable of multi-tasking; deadline oriented
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## **PROFESSIONAL EXPERIENCE**

### **NorthStar Credit Union – Marketing Specialist/Consultant**

*Warrenville, IL 60555 (March 2008-Present)*

- Assists in implementing the credit union's marketing communication strategy
- Writes, designs and proofs the monthly corporate newsletter and targeted promotional mailed pieces
- Assists in coordinating corporate seminars, blood drives, open houses and annual meeting
- Vendor comparisons and order placing of premiums and special promotion giveaways
- Coordinates the production of print and web advertising while maintaining the corporate web site

### **Parks Place Design, Inc. – Freelance, Owner**

*Hoffman Estates, IL 60192 (September 1997-Present)*

- Conceptualize, design and produce printed and electronic marketing pieces
- Logo and brand identity
- Provides marketing, photography and writing assistance
- Industry backgrounds include: financial, construction, transportation, health, education, retail, fundraising and food

### **United Airlines Employees Credit Union – Sr. Marketing Representative/Designer**

*Chicago, IL 60666 (December 1997-June 2003)*

- Interacted with product managers, writers and other designers to develop strategies, themes and concepts to promote identity awareness of the products and services the Credit Union offered
- Created layouts and produced corporate marketing materials while meeting tight deadlines and keeping within budgets
- Managed all design projects and assigned them to other designers and freelance artists
- Created interactive PDFs of all internal and external forms and applications for the intranet and Internet
- Managed all installations of computers and software applications
- Collected vendor pricing comparisons for printing and equipment
- Maintained a back-up system for all projects within the Marketing Department

### **College of DuPage – Part-time Instructor, Technology Department**

*Glen Ellyn, IL 60137 (September 1997-December 1997)*

- Taught credited coursework in advertising, design, and illustration; developed a teaching plan for each course
- Instructed students on design principles and on computer technology that was available in the field; created creative projects that would enable the student to understand the coursework

### **The Aberdeen Group**

*Addison, IL 60101 (May 1988-October 1997)*

*Art Director, Creative Services Department (February 1994-October 1997)*

- Managed the creative for all marketing communication products for trade publisher and show company
- Developed concepts; themes and designs for ads; other marketing materials such as brochures, inserts, media kits and posters
- Initiated creative direction for designers and freelance artist's execution

- Designed and produced technical books, which included technical line illustrations; created logos for new products, and enforced corporate identity standards for the entire company
- Directed and purchased outside photography; managed all outside vendor work

**Graphic Designer, Creative Services Department (May 1990-February 1994)**

- Created and produced a wide range of marketing communications, trade advertisements, magazine media kits, newsletters and technical trade books
- Designed and illustrated for monthly construction publication

**Keyline Paste-up Artist, Creative Services Department (May 1988-May 1990)**

- Created layouts for two construction-related magazines, along with technical line illustrations by hand
- Typeset, keyline/paste-up for magazines and other marketing materials; film stripped and camera work

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## EDUCATION

*College of DuPage, • Glen Ellyn, IL*

Certified in advertising, design, illustration and desktop publishing

*The Illinois Institute of Art • Schaumburg, IL*

Classes towards certificates in animation and web design with Dreamweaver 4.0 and Flash

Various seminars and workshops regarding design, marketing and communication.