

# e m p l o y m e n t

**Discover Financial Services**  
Riverwoods, IL  
September 2000 to present

## Professional Objective

To obtain an art director/graphic design position that utilizes my technical skills, creativity, web experience and people management skills while allowing me to continue exploring and growing as a designer.

## Positions:

**Graphic Design Project Manager**  
Senior Graphic Design Associate  
Graphic Designer Specialist

## Awards:

5 "Patback Bonus" Excellence Awards through years of service for various project and management successes

## Duties:

Strategize, brainstorm, direct and design major projects (including print and photography). Develop color, logo and other usage standards for the Discover Card brand as well as participating in its implementation. In addition to leading as many as ten individuals on specific projects, manage six full-time individuals as part of a 50-member team of designers and writers. Responsible for hiring new team members, helping them to develop their goals/careers and reviewing their progress periodically.

## Education

Northern Illinois University  
DeKalb, IL  
Bachelor of Arts

## Additional Training

Flash Fundamentals  
Advanced Photoshop  
Presentation Skills

## g r a p h i c d e s i g n e x p e r i e n c e

### Promotional:

Created various types of high-impact collateral for Educational Resources, NEWMAX and its clients, DeForest and its clients and Discover Card including media kits, marketing materials/brochures, direct mail pieces and advertisements.

### Web:

Illustrated, redesigned and programmed the corporate site for Educational Resources in 1996. Worked closely with programmers to develop numerous web sites for NEWMAX clients and DeForest Creative. Currently developing and launching banner ad and e-mail campaigns for Discover Card's various Card products.

### Corporate Identity:

Researched and designed logos and identity packages for Educational Resources, NEWMAX and its clients, DeForest Creative and Discover Card. Developed standards for logo usage and color while providing documentation of rationale.

### Annual Reports:

Conceived and carried out three annual reports for different clients at NEWMAX.

### Trade Show/Event Creative Development:

Developed themes, directed photography, designed, and worked with outside large-format graphic providers as well as other types of vendors for numerous trade show booths for NEWMAX and DeForest clients. Created a great deal of signage for Educational Resources' own trade show booth.

### Catalog Design:

Designed the art and layout for the interior sections as well as the cover for Educational Resources' catalogs.

### Package Design:

Have designed packaging, package labeling and display stands for consumer products.

### Photography:

Worked with various types of photographers to capture the essence of the pieces being shot, including pieces as large as huge, steel machine parts to translucent Cards art for Discover Card.

### Managerial Experience:

Have managed large projects and large groups of people in conjunction with those projects for a sustained period in college, at NEWMAX and Discover Card.

## DeForest Creative Group

Elmhurst, IL  
November 1999 to September 2000

## Positions:

**Graphic Designer**

## Duties:

Worked with a team to conceptualize themes and layouts for each graphic design project, including packaging and trade shows. Developed marketing strategy and design for both client and company use. Planned and designed company identity, web site and collateral marketing materials.

## NEWMAX

Elk Grove Village, IL  
September 1997 to October 1999

## Positions:

**Senior Graphic Designer**  
Graphic Designer/Production Coordinator

## Duties:

Designed and produced numerous materials (including collateral and web) for NEWMAX and its clients. Checked film and proofs as well as attended press checks. Met extensively with clients to gather input and propose design concepts. Developed logo designs, corporate identity packages, and trade show presentation graphics and materials. Conceived compositions and directed photography for many print and web projects. Scheduled workload for the department and quoted time and resource needs for new projects. Maintained an organized project archive. Researched new software and hardware to keep all equipment up to date. Built a design library for creative ideas. Sought out career enriching projects and seminars to enhance skills. Led company self-promotion effort.

## Educational Resources

Elgin, IL  
June 1996 to September 1997

## Positions:

**Graphic Designer**  
Production Artist

Awarded Employee of the Month (staff of 200+):  
June 1997 & September 1996

## Duties:

Designed a variety of marketing collateral pieces. Participated in lengthy press runs for catalogs and smaller publications. Coordinated with department managers and my design team to produce effective and creative design pieces. Designed, illustrated and coded HTML for the company web site.



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