

**QUALIFICATIONS
SUMMARY**

An award-winning, goal-oriented, creative professional with over 17 years experience in strategic, results-driven concept development, art direction, and graphic design. A unique and driven creative person with the desire to not only visually engage the target audience but also approach each campaign from a marketing and sales perspective. A strong belief that design is ultimately about communication, persuasion, and sales, rather than decoration.

Partner with clients to create effective and appropriately targeted brand awareness, lead generation, sales support, advertising, and direct marketing campaigns in a variety of verticals including healthcare, education, manufacturing, technology, and not-for-profit.

Highly organized and adept at coordinating and executing projects from start to finish, including researching clients and competitors, strategizing messaging and integrated tactics, and creating unique and memorable concept and design solutions that meet business and marketing objectives and get results.

Expertly skilled in the mediums of print, Web, and multimedia.

An enthusiastic team player who works cooperatively, efficiently, and productively with copywriters, illustrators, programmers, animators, sales representatives, project managers, and outside service partners to accomplish objectives on time and within budget.

Exemplary written and verbal communication skills and compelling presentation capabilities. Excellent organizational and project management abilities.

EXPERIENCE
1.07–Present

Williams-Labadie, LLC. A Publicis Groupe Company. Chicago, Illinois.
Senior Art Director.

Art directed all creative conceiving and execution for one of the agency's largest pharmaceutical accounts. Conceptualized and designed integrated marketing materials while adhering to established brand standards and FDA regulations. Materials included advertising, direct mail, trade show exhibits, promotional and corporate brochures, core visual aids, interactive presentations, and Web sites.

Managed a staff of Art Directors, Designers, and Freelancers.

Developed, executed, and presented concepts for new business pitches.

10.98–1.07

StudioNorth, Inc. North Chicago, Illinois.
Associate Creative Director.

Developed and executed successful marketing campaigns for high-profile clients such as 3M, Abbott, BP, Discover Card, The Museum of Science and Industry, and many others. Fostered long-term, mutually beneficial client relationships.

- Three B2B direct mail campaigns created for 3M Converter Markets garnered 40%, 38%, and 27% response rates and generated six-figure sales revenues.
- Marketing and course materials for the Museum of Science and Industry's *Live...from the Heart* program not only won The Tech Museum Award for education, but have also kept the program pre-booked for more than a year in advance since its inception.

Worked with a creative team to develop integrated marketing tools that set new standards in their respective industries. Campaign elements included identity systems, advertising, marketing and corporate collateral, trade show graphics, promotional materials, direct mail programs, Web sites, Flash eMercials, eMail campaigns, and interactive presentations. Harmoniously partnered with clients and creative teams to develop and implement strategy, tactics, and the production of communication materials that would exceed the client's business and marketing objectives.

Art directed studio and location photo shoots and video shoots.

Developed and wrote simple marketing and communication plans that included executive summaries, situational analyses, message platforms, target audience segmentation, marketing strategy, and integrated tactic recommendations.

Co-managed a seven-person design department and assisted in establishing and implementing department processes, policies, and procedures. Developed and implemented the use of creative briefs, technology briefs, and strategy briefs.

Worked with sales force to develop proposals and pitches to obtain new business.

Promoted to Associate Creative Director from Art Director position January, 2005.

Promoted to Art Director from Senior Designer position January, 2001.

2.96 –10.98

Indiana Design Consortium, Inc. Lafayette, Indiana.

Senior Art Director.

Conceptualized, designed, and produced corporate identity programs, trade ads and inserts, direct mail programs, corporate and product brochures, product catalogs, and environmental graphics.

Effectively supervised a four-member design team in concept and design, scheduling and production, and computer training and troubleshooting.

Art directed studio and location photo shoots and attended press checks to ensure the highest level of quality was maintained. Researched and coordinated the hire of freelance photographers and illustrators.

Promoted to Art Director from Senior Graphic Design position December, 1996.

7.91–2.96

Communications Creative. Grosse Pointe Park, Michigan.

Senior Graphic Designer.

Designed brochures, direct mail, annual reports, catalogs, posters, corporate identity programs, media kits, newsletters, environmental graphics, and newspaper and magazine ads. Cost-effectively retained all needed outside services including creative and production support. Developed friendly and trusting relationships with clients in order to create long-term partnerships.

Promoted to Senior Graphic Designer from Graphic Design position May, 1993.

1.91–7.91

Montgomery Advertising. Oak Park, Michigan.

Graphic Designer.

Responsible for design of retail advertising ads, newspaper circulars and inserts, direct mail, and tabloids.

SOFTWARE

Mac OSX

Adobe CS2 Suite: InDesign, Photoshop, Illustrator

Quark XPress, PowerPoint, Dreamweaver, Acrobat, MS Office Suite

EDUCATION

The Center for Creative Studies, College of Art and Design. Detroit, Michigan.

Bachelor of Fine Arts in Graphic Design.

Areas of study included promotional, advertising, environmental, editorial, corporate, and package design in a real-world, deadline-driven environment. Maintained a 3.8 GPA.

Conferences, Seminars, and Training

HOW Design Conference

Gain: AIGA Business and Design Conference

National Seminars Group Creative Marketing Conference

Kellogg School of Management Marketing Conference

Ascend Training in Adobe InDesign CS2

RECOGNITION

American Graphic Design Awards

Chicago International Film Festival INTERCOM

HOW Regional Design Competition

Indiana Addy Awards

Mohawk Paper's Award of Excellence

Published in Big Book of Logos 3

Published in American Corporate Identity 14

Telly Award (Bronze)

MEMBERSHIPS

AIGA, Chicago Women in Publishing