



unlikelymoose.com



OVERVIEW

With over 10 years of design experience, I thrive on analyzing clients' communication needs and generating strategic creative solutions that successfully motivate their target audience. I am highly skilled in creative design of cutting edge and conservative direct mail and logo identity for various industries including financial, educational, biotechnology, retail, and non-profit organizations.

WORK EXPERIENCE

CFM Direct (purchased by Merkle, Inc. in 2007), Oakbrook Terrace, IL

Senior Art Director, 2003 – 2008

Art Director, 1998 – 2001

- Directed, developed and designed direct mail packages, logos, advertisements, web sites, initiative programs, and other marketing-driven work from conception to completion.
- Created in-house digital photography studio focusing on product shots and on-location photography.
- Clients included Allstate, Aramark, Baxter, Bio-Logic, BlueCross BlueShield of Illinois, Capital One, DeVry University, Discover, FTD, HSBC, JCPenney, Regions Bank and Sears.

Systems Administrator, 2001 – 2003

- Maintained mid-size advertising agency's technology needs including servers and desktops.

Unlikelymoose.com, Elmhurst, IL

Freelance Designer, 2000 – present

- Designed branding programs and collateral for non-profit organizations.
- Clients included Ridge Historical Society, St. John Lutheran Church & School and Wisconsin Historical Society.

Stevens & Tate Marketing Communications, Lombard, IL

Graphic Designer/Illustrator, 1997 – 1998

- Designed publication advertisements and brand development for resorts and home builders.
- Created illustrations in various styles for media ranging from logo identity to editorial illustration.
- Organized and maintained photography/sample files, in-house data backup and digital assets.
- Clients included Follett Educational Services, Grand Geneva Resort & Spa, Kirk Homes, Pheasant Run Resort and Primus Home Improvement.

Slezak Photography, Chicago, IL

Photographer's Assistant, Summer 1995

- Assisted with on-location photography, product photography, photographic illustration, and editorial photography.
- Clients included American Bar Association, American Dental Association and Warshawsky Auto Parts.

SOFTWARE EXPERIENCE

Macintosh and Windows OS | InDesign CS3 | Quark XPress 6.5 | Photoshop CS3 | Illustrator CS3
Acrobat 8 | GoLive CS | Dreamweaver CS3 | Microsoft Office 2008

EDUCATION

Illinois Wesleyan University, Bloomington, IL
Bachelor of Fine Arts degree, graphic design concentration, 1997

Print portfolio and references available upon request.