



## GRAPHIC DESIGNER / WEB DESIGNER

### Education

- COLUMBIA COLLEGE - Chicago, Illinois 2010  
Art and Design | Graphic Design | B.F.A. | Cum Laude
- I.U.P.U.I. (INDIANA UNIVERSITY, PURDUE UNIVERSITY INDIANAPOLIS) - Indianapolis, IN 2002  
Purdue School of Engineering and Technology | Computer Graphics Technology | A.S.

### Technical Proficiency

#### SOFTWARE

Adobe Creative Suite Design Premium: Illustrator, Photoshop, InDesign, Acrobat Pro, DreamWeaver and Flash

#### SCRIPTING

HTML, CSS and Java

#### OPERATING SYSTEMS

Mac and Windows platforms

### Experience

PRIMITIVE, INC. - Chicago, Illinois 2010 – 2011

*Creative Director*

**beprimitive.com | primitiveexplorer.com | theanifoundation.org**

- Created online product catalog website to showcase unique interior
- Conducted a complete redesign of the company website to better represent the Primitive brand.
- Improved and Maintained SEO performance of companies online presence.
- Designed in-store signs, seasonal catalogs, window display graphics and special event invitation.
- Managed email newsletter content and special event email marketing campaigns.
- Developed In-house photography studio for use in obtaining museum quality product shots.
- Coordinated a team of inventory staff and photographers on a year-long merchandise photography project.
- Designed the official website for The Ani Foundation, the non-profit wing of Primitive, Inc.

TERRAZZO & MARBLE SUPPLY CO. - Wheeling, Illinois 2007 – 2010

*Graphic Designer / Web Master*

**tmsupply.com | difinitiquartz.com | rinato.com**

- Designed, built and maintained one corporate website and two product specific websites.
- Managed SEO performance of three company sites, moving each to the top in organic listings.
- Created advertising campaigns and product specific marketing collateral from conceptualization to execution.
- Oversaw commercial print production and online dissemination of all advertising and marketing collateral.
- Developed overall corporate brand standards and product specific.brand.standards.....
- Design Flash based user-friendly graphical interfaces for product promotional CD ROM discs.

YOURSPORTSFAN.COM - Lake Bluff, Illinois 2006 – 2007

*Graphic / Web Designer*

- Developed and maintained an online sports-based social networking website in line with brand standards.
- Designed traditional forms of printed business collateral, large format advertising and promotional giveaways.

CHICAGO ARTS ORCHESTRA - Chicago, Illinois 2005 – 2009

*Graphic Designer / Web Master*

**chicagoartsorchestra.org**

- Designed CAO logo, website and concert promotional materials to reach a nontraditional audience.
- Created graphic and web design for online fund drives and corporate solicitation materials.