

*I am a creative problem solver with a passion for strategic thinking who offers innovative solutions within defined brand standards. I am looking for a senior graphic designer or senior art director role on a creative team where I will play an integral role bringing ideas to life.*

## PROFESSIONAL EXPERIENCE

**Incomar Creative Services, Buffalo Grove, IL**      May 2022 – Nov 2023  
**Senior Graphic Designer and B2B Marketing Manager**

- Revitalized Product Detail Pages and infographics across major e-commerce platforms including amazon.com and BiggestBook.com. Prioritized consistent textual content, brand fidelity, and appropriate images to enhance the quality of the listing.
- Successfully art directed 15 realistic environment renderings featuring the client's products with an international Fiverr vendor, ensuring timely delivery and adherence to budget constraints.
- Managed hot and cold email lists of over 35,000 recipients each month. Developed national and regional email campaigns for 12 B2B clients, including Crayola, Nestlé, Flavia, and 3M. Achieved a remarkable increase in average open rates from 18% to 32%.

**ChaseArt, Northbrook, IL**      Sept 2019 – Feb 2022  
**Lead Graphic Design and Digital Marketing**

- Introduced the innovative use of a website plugin that generated unprecedented online sales of \$3M that allowed regional galleries to collect appropriate commissions.
- Executed a streamlined process for the unveiling of exclusive Dr. Seuss artworks, encompassing meticulous project management of approvals, invitations, certificates of authenticity, and email communications.

**Alight Solutions, Lincolnshire, IL**      Dec 2018 – Sep 2019  
**Client Specialist - Defined Benefits**

- Conducted comprehensive research on pension plan matters for three corporate clients.
- Analyzed data for 850 plan participants, ensuring prompt adherence to their Service Level Agreements within stipulated timelines.

## SKILLS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Creative Problem Solving  
Visual Storytelling  
Layout Design  
Logo Design  
Brand Development  
Email Marketing  
Project Management  
Strategic Thinking  
Editing  
Copywriting  
Print Process Management  
B2B Content Creation

**McHenry County College**, Crystal Lake, IL

Jan 2018 – May 2018

**Adjunct Instructor**

- Instructed fundamental skills in Adobe applications including InDesign, Illustrator, and Photoshop, empowering students to proficiently navigate and utilize these essential design tools.

**Irish Eyes Design**, Greater Chicago Area

Jun 2004 – Nov 2019

**Art Director** Part-time venture to use my creative skills while raising my family.

- Strategically designed and produced all printed collateral for a successful capital campaign, raising nearly \$1M. This included crafting the campaign logo, designing an impactful 8-page brochure, and creating engaging newsletters.
- Designed and delivered 94 unique logos catering to a diverse range of clients.
- Produced a meticulously curated 72-page family heirloom cookbook, coordinating photographs, recipes, and historical content, bound in a perfect binding format.
- Created print-ready files for an issue of Paper Lanterns for the Irish Arts Council. Seventy-two pages organized into eight sections, showcasing diverse creative content and extensive text.

**Timex Group**, Middlebury, CT

Jun 1994 – Jun 1999

**Graphic and Product Designer**

- Developed watch cases, graphics, and packaging for the successful launch of TMX and Timex Kids, two Gen Y brands. Upon their introduction, these brands collectively contributed to \$28M in annual revenue, signaling their impactful market penetration and consumer appeal.
- Effectively presented a distinctive design variation to corporate Disney, persuading them to approve a deviation from their standard character requirements, demonstrating innovative thinking and communication skills.

## EDUCATION

University of Notre Dame, Bachelor of Arts, Design & Communication

## SPECIAL RECOGNITION

In the Spring of my senior year of college, I participated in an annual design competition hosted by Navistar, the semi truck company. Although my sketches were not selected for awards that day, I was contacted three months later by an executive and informed that they had chosen my logo design submission over the options proposed by a Chicago agency. And so, my love of logo design was born!



*Working with Aurelie always exceeds expectations. Her multifaceted talent and ethic is the combo that allows her to generously and tactfully make suggestions on projects that up-level verbiage in parallel with designing layouts that are eye-catching and relevant. Smart, multifaceted creative talent is not easy to find. – K. Patrice, PCS*