

<p>CORE COMPETENCIES</p> <p>Creative Team Leadership Brand Identity & Messaging Strategic Planning & Collaboration Print, Web/Digital, & Mobile Project Management & Execution</p>	<p>TECHNOLOGICAL SUITE</p> <p>Photoshop, Illustrator, Animate Dreamweaver, Encore, After Effects Final Cut Pro, Motion, Keynote Microsoft Office; Webinar Systems PC & Mac; HTML/CSS; Sketch & InVision</p>	<p>MBA Marketing BFA Graphic Design AA Visual Communication</p>
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SUMMARY

An adaptable and forward-thinking senior graphic design professional with a demonstrated track record of achievement in creative direction, marketing, brand identity/development, print and digital design, video production, web design, project management, audience acquisition and engagement, logo design, and UI/UX optimization for lead generation. Leverages strong communication skills to manage creative teams, interface with stakeholders, vendors, and clients, and collaborate with senior leadership. Proven aptitude for consistently delivering projects under budget and within strict deadlines while ensuring alignment with brand guidelines, client goals, and opportunity for successful engagement.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGN MANAGER

UNIVERSITY OF CHICAGO MEDICINE, Chicago, Illinois | 2017- Present

Function as the strategic decision-maker with the University of Chicago Medicine’s creative team in the marketing and communications department. Responsible for conceptualizing, developing, and managing brand integrity for a wide variety of print, digital, and multimedia projects for an organization of 4,500 healthcare professionals (approximately 10,000 employees total) that represents a top medical institution in the Chicago area as well as nationally. Oversee creative direction, execution, editing, maintenance, and the comprehensive management of internal/external communications and marketing including print, website/digital, social media, video, and publications. Work cross-functionally within the organization as well as with vendors and clients to deliver graphic design/marketing needs within stringent deadlines.

- Manage the department’s graphic design and brand identity standards to maintain the institution’s position in the **top 10% of hospitals nationally** and increase brand reputation score determined by a premiere industry research agency.
- Achieved a **30% increase in overall audience acquisition** throughout all media platforms, a 65% increase in overall engagement (interactions), and a **40% increase in media awareness/PR**.
- Launched a new brand for University of Chicago Medicine, including exposure in regionally syndicated **television commercials**, highly circulated print ads in top publications, brand guidelines, templates, and managed of **400 sub-brands** for departments and centers throughout the institution.
- Provided creative direction support for new website launch giving the medical system their first responsive website with a focus on patient experience and education. Updated photos and profiles for over **1,000 medical professionals** for the institution’s online physician library.
- Built video studio and developed a live streaming video series allowing patients, health care professionals, and the public to interact during sessions with questions and feedback resulting in a **65% increase in overall engagement** from the previous year.

SENIOR CREATIVE PRODUCER

ISSA, Northbrook, IL | 2004 - 2017

Served as senior designer for print, web, video, mobile, and other marketing projects with the leading trade association/NPO for the global commercial cleaning industry (6,500 manufacturer, distributor, and contractor/end-user members, many Fortune 500 companies). Managed branding and campaign efforts from concept to finish, either in-house or through an agency, of the largest industry trade shows and conferences for the commercial cleaning industry around the world, hosting **25k+ in attendees and 700+ exhibitors**. Conceptualized and designed marketing print collateral for brochures, flyers, ads, signage, infographics, and more. Designed main website aesthetic and developed digital brand identity for UX/UI optimization. Created email templates, digital ads, and other digital content in collaboration with marketing, sales, convention, media/publications, and educational departments. Captured and edited video and created custom motion graphics while managing other production companies for larger-scale projects.

PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE DESIGNER

LUGO Creations, Skokie, IL | 2000-present

Develop engaging and innovative digital and print designs for small business clients in a broad range of industries. Created and supported existing brands with engaging marketing campaigns. Designed and developed WordPress websites. Created, produced, and edited print materials, web graphics, and digital video content.

GRAPHIC DESIGNER

Arlington Industries, Libertyville, IL | 2003-2004

- Creative direction and design of catalog.
- Designed logos and animated intranet site graphics.

MULTIMEDIA SPECIALIST

Wheels, Inc., Des Plaines, IL | 2002-2003

- Collaborated with clients and sales team on the creation of various marketing collateral.
- Designed brochures, flyers, and ads.
- Developed interactive educational DVD's.

EDUCATION

2012, MBA in Marketing, Magna Cum Laude, 3.96 GPA

American InterContinental University, Chicago, IL

2002, BfA, Graphic Design

International Academy of Design and Technology, Chicago, IL

LANGUAGES

Bilingual, English & Spanish

AFFILIATIONS

Current Member, Future Media Concepts

Former Member, National Association of Photoshop Professionals

REFERENCES

Available upon request