



SKILLS

Branding
Content Creation
Graphic design
Web Design

TOOLS

Highly Versed

Acrobat
Illustrator
InDesign
Photoshop

Well Versed

MS Office
Social Media
WIX

Versed

CSS
JavaScript
Wordpress
(X)HTML

PROFILE

Professional graphic designer with 20+ years of experience managing multiple, creative strategic communications projects from concept through to completion. Skilled in integrating brand guidelines, identifying new opportunities and building relationships with vendors and clients. Adept at developing both print and digital designs using the Adobe Creative Suite — from mailers and point-of-purchase visuals to websites and mobile layouts.

EXPERIENCE

Freelance Web Designer | *Current*

Blend established design skills with creativity and technical expertise to optimize the user experience. Create a visually stunning presence in the digital world by developing a continuous SEO strategy to help clients achieve business objectives that drive engagement.

Graphic Designer | Xcel Energy | *March 2011 - Current*

Transform complex concepts into visually appealing graphics, while maintaining company brand identity. Produce creative collateral that highlight the marketing objective — in various print and online channels. Collaborate with internal Ad Department to develop creative, national advertisements. Demonstrate strong organizational skills to execute large-scale marketing concepts, with the ability to identify solutions prior to connecting with the client.

Key Achievements:

- **Deliver creative ads under quick deadlines** while maintaining current brand standards, in multiple channels; both in print and digital.
- **Create engaging and user-optimized experiences** which meet business to business and business to consumer marketing objectives from concept to production.
- **Lead the design and implementation of event solutions**, including LED billboards and various signage in MN and CO while maintaining brand standards.
- **Design and creation of POP display assets** that are displayed throughout national retail outlets.
- **Pilot the team development and creation** of interactive PDF applications to enhance the user experience.

Graphic Designer | Help/Systems | *January 2000 - July 2009*

Created a wide range of in-house marketing material—from print to animation, for an internationally recognized software company. Designed each piece to hold a unique presence while sustaining brand identity. Developed proficient project management skills by coordinating all parts of the design products. Established and managed relations with vendors and internal departments to produce dynamic designs within the company brand.

Key Achievements:

- **Increased the response rate** of new customers annually by creating innovative marketing deliverables.
- **Opened new areas of advertising** and boosted product sales by developing online animation.
- **Heightened brand awareness and customer loyalty** by creating entertaining pieces for promotion while maintaining brand integrity.

EDUCATION

University of Wisconsin - Madison

Bachelor of Science Degree, Art: Graphic Design