

programs I know and love

TOOLS OF THE TRADE

PRINT: Adobe CS6 • InDesign, Illustrator, Photoshop and Acrobat.
(Member of Chicago Indesign User Group)

WEB: Adobe CS6 • Flash, Fireworks, Dreamweaver, HTML, CSS
In-line HTML (email), Constant Contact for mass email distribution.

PRESENTATION: Apples' Keynote, Interactive PDF Newsletters

2007 • 2013

MAURICE SPORTING GOODS

SENIOR GRAPHIC DESIGNER

OPPORTUNITIES included, logo and **IDENTITY** development, **BRANDING** guidelines as well as packaging layout with deep SKU counts and **CATALOGS**.

POINT OF SELL, brochures, press kits, **IMAGE RETOUCHING** also was needed to build and reinforce the look of the product lines and cosmetics of products.

MULTITASKING and **MANAGING** production files from outside manufacturers and **REVIEWING PDF's** as products and packaging were developed, in a effort to retain **BRAND** continuity.

2007 • 2012

ONGOING FREELANCE

GRAPHIC DESIGN

MAINTAINING agents print and web based requests.

Real Estate Industry: Southport | Sotheby's, The Homestead Group.

Assisting Real Estate Agent's with Property **FLYERS, AD'S, IDENTITY PIECES** and **MARKETING MATERIALS** while following Sotheby's branding guidelines.

2000 • 2007

OGILVY

GRAPHIC DESIGNER

COLLABORATED with Creative Directors on a variety of brands: **BP Amoco, Allstate, Quiznos and Pall Mall**.

PROJECTS included **ILLUSTRATION**, print, packaging, instore signage and collateral, additionally **WEBSITE DESIGN, BANNER ADS** and **EMAIL Design**.

1994 • 2000

SIMON MARKETING INC.

DIGITAL DESIGNER

McDonald's: **DEVELOPED** designs used to sell in a wide variety of campaigns. **CREATED** packaging, FSI's, game pieces and happy meal toys. **PROMOTIONS** were tie-ins with **Disney** movies, or events like Disney's Millennium Celebration.

Warner Brother movies **PROMOTIONS** such as Space Jam and Batman Forever.

Others included **NBA, Olympic's, Mattel** for Hot Wheels, and **Pixar**.

1994

SANFILIPPO AND SONS INC.

JR. DIGITAL DESIGNER

IMPLEMENTED NEW BRAND IDENTITY/DESIGN throughout packaging, **POP**, ad slicks and signage. **ILLUSTRATED** final art used for Christmas Gift Box.

graduate • 1994

AMERICAN ACADEMY OF ART

DEGREE IN ADVERTISING AND DESIGN