

# sometimes all you have is a second to get noticed.

I understand that. I'm a designer whose work is about problem solving and creating solutions for the client that makes a difference in their business. I create strategic marketing communication pieces that reinforce a company's visual presence in various mediums such as print and new media. By coming up with creative solutions and suggestions beyond the client's expectations I produce work that is easy to understand, impactful and engaging.

I believe it starts with listening. Then asking questions. Research. And while each project is unique, the goals are similar. To bring value to our clients by visually translating their products or services. To effect their bottom line. Sometimes it's as complex as creating a single mark that can convey the company's style and philosophy or it's launching an ecommerce site for the first time.

I like to collaborate with a team and well as working directly with the client. I can manage internal and external resources including working directly with writers, designers, illustrators, photographers, developers, I.T. departments and outside talent as well as working directly with vendors. Projects include creating brand development, marketing campaigns, identity design, style guides, annual reports, brochures, packaging, environmental design, advertising, direct mail, posters and other print and online communications.

**design:** I embrace both traditional and new media. Because of this, when I work, I think of how it can work on various mediums. From print to web to environmental, I see one of my major strengths being my adaptability.

**education:** Bradley University, B.A., 1992

**notes of interest:** Volunteer at Taproot Foundation: A team of highly skilled professionals who donate their talents pro bono to help local non-profits increase its impact.

**tools:** InDesign, Adobe Illustrator, Adobe Photoshop, Dreamweaver and Flash

**clients:** Hospitals, technology firms, financial institutions, leading educational publishers, organizations, museums, small businesses, and retail. From B to B, B to C. I have taken the lead creative roll on branding and identity work as well as marketing initiatives for various companies and their affiliates such as AXA Advisors, Andersen Consulting, SWC Technology Partners, Abbott, Common Threads, CDW, PCC Community Wellness, Fujitsu, Scott Foresman, Phillips, The Museum of Science and Industry, The ADL, Jewish Community Centers of Chicago, Lutheran Social Services of Illinois, BP, Hopsira, and Discover to name a few.

*winter and construction design, Owner, January 2008 — Present, Design Studio*  
Branding and identity work for both print and web for new businesses, technology companies and organizations.

*Studio North, March 2006 — January 2008, Senior Designer, Mid Size Agency*  
Lead designer for various projects including CDW, Abbott Laboratories, Advance (Phillips), Hospira and Pearson Education. Projects include marketing campaigns, corporate communications, identity design, style guides, website design and environments.

*Healthcare Branding Group 2005 — 2006, Contract, Associate Creative Director*  
Healthcare marketing Design and development of creative for healthcare clients.

*McKnight Kurland Baccelli March 2000 — January 2002, Senior Designer, Design Studio*  
With clients in healthcare, technology and non-profit organizations. Projects included B2B, tradeshows, advertising, annual reports, identity design, sales kits.

*Greenbrier and Russel 1995 — 2000, Designer, Marketing Department, Technology Firm*  
Working with an internal marketing team, we created the visual identity for both the corporation and the software division.

*Freelance 1992 — 1995 Designer*  
Projects included financial capabilities brochures, newsletters, posters, direct mail, environmental design and identity development.