
SENIOR GRAPHIC DESIGNER

High-level design solutions applied to, but not limited to ads, brochures, direct mail, banners (web, pole, stand), trade show displays, outdoor signage advertising, corporate identity pieces, newsletters, co-branding, logo design, website design and management, and UX design.

Maintain strong client and vendor relationships, ensure high-quality deliverables, meet tight deadlines and maximize limited budgets.

Strong knowledge and experience of file prep, print production and associated finishing operations; effective photo retouching and color correction; maintenance of image libraries.

PROFESSIONAL EXPERIENCE

Owner/Graphic Designer

Challenger Design Phoenixville, PA | 10.12 – present

- Develops, renders, and expands art concepts throughout production of marketing and advertising campaigns for mid- and large-scale corporations and non-profit organizations.
- Manages daily operations including customer relations, advertising, marketing, invoicing, project scheduling and oversight, communications, and workload management.

Graphic Design Specialist

Liberty Lutheran Ambler, PA | 7.15 – 10.17

- Managed and coordinated all aspects of graphic design projects from concept to execution and final production.
- Implemented the use of a creative brief and online project management system to track progress and ensure timely completion.
- Actively participated in brainstorming sessions to generate innovative design ideas.

Graphic Designer II

Mercy Health System Conshohocken, PA | 9.08 – 12.12

- Implemented, promoted, and developed brand standards through high-level design solutions.
- Led the creation of direct mail, banners (web, pole, stand), trade show displays, outdoor signage, and corporate identity materials.
- Collaborated with marketing team to ensure brand consistency across all design projects.

EDUCATION

Kutztown University, Kutztown, PA—BFA, Communication Design

SOFTWARE SKILLS

Adobe InDesign CC | Adobe Illustrator CC | Adobe Photoshop CC | Adobe Acrobat Pro | Microsoft Office

AWARDS/RECOGNITIONS

- Neographics 2009 Franklin Award of Excellence—BreastCheck10 Direct Mail Campaign
- Silver Winner, 27th Annual Healthcare Advertising Awards—Passport to Health & Wellness