

EXPERIENCED GRAPHIC DESIGNER

Disciplined in all aspects of graphic design—print and digital formats—including photography, illustration, logo design, branding, collateral design, HTML email design and coding, web design and development.

- Strong layout, typography, and photo editing skills
- Proficient in Adobe Photoshop, InDesign, and Illustrator as well as Microsoft Word, and PowerPoint
- HTML, CSS, jQuery and working knowledge of PHP in WordPress environment
- Reliable and flexible, with sensitivity to deadlines and budget
- Self-motivated with ability to multi-task, problem solve, and collaborate in team environments
- Successfully completes projects from concept through completion

RECENT PROFESSIONAL EXPERIENCE

MAY 2017–PRESENT
GRAPHIC DESIGN SPECIALIST
(CONTRACT)

ABBVIE
METTAWA, IL

Design lead and consultant for a department-wide initiative to improve health literacy and the delivery of complex technical information between AbbVie's Global Medical Information (GMI) team and medical professionals.

- Create custom layout templates for medical response letters that utilize style sheets and incorporate custom designed table and chart templates in Microsoft Word
- Educate the GMI team regarding basic design principles while advancing their MS Word skill set to include the correct use of templates and stylesheets
- Assist in evaluating the readability of legacy medical response letters and consult on the use of infographics

JANUARY 2017–MARCH 2017
SENIOR GRAPHIC DESIGNER
(CONTRACT)

AMERICAN BAR ASSOCIATION
CHICAGO, IL

The ABA Design Group designs and publishes over 1,000 books, periodicals, and newsletters, geared to advance the legal profession on a global level.

- Executed concepts, design and production support for publication covers, event marketing collateral, print ads, and web banners for several entities within the ABA
- Kept pace successfully delivering a wide range of assignments of various budgets, deadlines, and leadership styles

2008–2016
SENIOR GRAPHIC DESIGNER

CORPAK MEDSYSTEMS
(FORMERLY VIASYS/CARDINAL
HEALTH) BUFFALO GROVE, IL

Significantly influenced the major transformation of the CORPAK brand from Viasys/Cardinal Health into a top global medical device company by contributing as part of a small dynamic marketing team driving creative direction.

- Contributed to rapid company growth by creating visual concepts for multiple targeted marketing campaigns driven to position CORPAK as a complete portfolio of enteral nutrition products capable of delivering all enteral feeding needs. Customer focused messaging was relayed through print collateral, trade show graphics, and featured digital/web content
- Protected the consistency and integrity of the CORPAK brand by designing global branding standards documentation that also served as a trusted reference for complex trademark and FDA labeling requirements
- Lead the launch of the company's social media presence on LinkedIn, Facebook, Twitter and YouTube including custom branded YouTube video poster graphics for easy identification of CORPAK training materials

- Lead design and production of multilingual Instructions For Use (IFU) inserts for globally distributed products. Worked closely with print vendor to streamline the conversion of single language inserts to an over-sized, multi-fold format in the most cost effective manner.
- Stepped outside the parameters of a traditional Senior Graphic Designer role by transitioning label production from outdated label design/barcoding software to a more sophisticated database driven system. This facilitated the label printing process on the manufacturing line and also improved overall file management.

SELECTED HIGHLIGHTS

Spearheaded the modernization of the company's website from static HTML to a dynamic CMS platform (WordPress). Worked with marketing team to establish customer UX needs, presented wireframe designs, created all digital assets, and coded a responsive website adhering to web development best practices.

- Improved cross-platform stability, customer usability and Google ranking due to responsive layout (desktop, tablet, and mobile screens) and basic search engine optimization enhancement
- Optimized site performance and speed by maintaining lean coding standards
- Introduced delegation of content updates and maintenance among other departments
- Streamlined process in which customer service receives and responds to customer inquiries
- Resolved complications integrating US and British hospital standards and regulations as well as subtle language nuances within a single global website

PREVIOUS PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER/ PROJECT MANAGER

Designed book covers, interior layouts, and managed the production of textbooks from concept through completion for major national education publishers such as Harper Collins and Merrill/Prentice Hall.

PROOF POSITIVE/ FARROWLYNE, ASSOCIATES EVANSTON, IL

- Developed strong project management skills directing the production of college level textbooks that required multi-chapter batch routing throughout several internal departments and external client review. Many projects involved outsourcing large technical and illustrative art programs further expanding the scope of the scheduling challenge.
- Created templates incorporating libraries and style sheets in InDesign and QuarkXPress and acquired exceptional electronic pre-press production practices
- Extensive publishing background promoted practical knowledge of proofreading and editorial guidelines which I utilize daily throughout my career

SELECTED HIGHLIGHTS

Designed interior layout, directed the illustrative art program, and executed the print production for Planet Dexter's Roddy!: The Best Rod Activities Ever!/Book and 55 Cuisenaire Rods for publisher Addison Wesley receiving national recognition by Parents Magazine.

EDUCATION AND SPECIAL INTERESTS

MICHIGAN STATE UNIVERSITY

B.S. in Studio Art with Emphasis in Graphic Design

- Continual learner with passion and ability to grasp new concepts
- Self-taught WordPress custom theme developer
- Member: WordPress Lake County Meetup; Chicago Web Professionals Meetup
- Attended WordCamps in Chicago and Milwaukee for the past 4 years

Eileen Schmidtke

ESSENTIAL BALANCE BETWEEN CREATIVE AND TECHNICAL TALENT