

## ***Qualifications Profile***

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Highly creative, accomplished Graphic Designer with extensive experience in print design, multi-media and production management. Organized team-player with strong written and oral communication skills. Highly skilled in client and vendor relations and negotiations; talented at multi-tasking while maintaining efficiency and attention to detail. Passionate strategist of innovative promotional campaigns; accustomed to performing in deadline-driven environments with an emphasis on quality.

## ***Professional Experience***

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### **ProMedica – Toledo, Ohio – 02/2013 – Present**

#### **Graphic Designer**

Illustrated concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts. Completed projects by coordinating with internal printing department and other external vendors. Provided marketing campaign concept creation for key service lines and facility art installations that included brainstorming, story boarding and presenting before decision makers. Maintained technical expertise by attending design workshops, reviewing industry publications and participating in professional trade organizations.

#### *Key Achievements:*

- Was chosen to become on-camera talent and provided voice-over talent for educational videos about current medical issues and promotional employee messaging
- Awarded Healthcare Advertising Awards' Bronze for "Beyond the Frame" jumbo photo installation at Toledo Children's Hospital (2012)

### **Columbus State Community College - Columbus, Ohio - 09/2010 – 12/2011**

#### **Adjunct Instructor**

Designed curriculum for Intro to Computer Design course, which included the components: multi-media, print media, typography, design theory, education, and practice. Facilitated learner-centered instruction while managing the classroom environment and relating industry experience to learning. Oversaw student's personal and professional development as well as student evaluation.

#### *Key Achievements:*

- Constructed a lesson plan that increased retention by 10% based on results from student surveys that addressed concerns and skills relevant to their future career goals.
- Consistently received above average scores on all student evaluations
- Based on essay identifying opportunities where diversity could be highlighted within current curriculum, was awarded a scholarship to participate in Summer Institute for Ohio Teachers in Tel Aviv, Israel to redevelop current curriculum.

### **Through Mind's Eye - Columbus, Ohio - 06/2010 – 05/2012**

#### **Graphic Design Instructor (Volunteer)**

Developed innovative graphic design curriculum compliant with Columbus City Schools teaching guidelines. Analyzed progress from previous students and varying skill level of new recruits to redevelop initial curriculum. Established memorable branding strategy and effective print and web-based promotional campaign to recruit more students.

#### *Key Achievements:*

- Constructed graphic design curriculum that was approved by Columbus City School Board within 2 days instead of the standard 3 weeks.
- Redeveloped initial curriculum to accommodate 50% more students compared to the previous school quarter, during the same 8-week session. Program is currently being reviewed for several grants based on participant success rate.
- Launched branding strategy that helped to increase enrollment by 60% Spring Quarter 2011 compared to the previous school quarter.

**Triple Crown Publications** - Columbus, Ohio – 06/2008 – 12/2010

**Art Director, Assistant Production Manager**

Oversaw the artistic design of all new books as well as supporting advertisements and promotional print materials. Successfully managed relations with photographers, authors, printers, distributors and media to reach target audience. Strategized social media campaign including the creation of Twitter, Facebook and LinkedIn presence as well as other publishing and urban fiction blog sites to promote new titles. Developed advertising campaigns for new releases including print & web marketing, outdoor signage, and industry trade show presence.

*Key Achievements:*

- Was recognized by upper management for successfully improving book production efficiency and promoted to collaborate with Production Manager to produce all new titles.
- Increased Facebook following from 500 followers to 2000+ within 3 months. Twitter & LinkedIn accounts grew to 200 followers/connections within first month.

**PS Print** – Oakland, CA - 07/2009 – 10/2010

**Professional Blogger**

Created interesting educational graphic design blog posts for online printing company. Researched popular graphic design topics and updated blog 3 times weekly with new posts to gain exposure in the online design community. Developed writing strategy that promoted reader interaction and encouraged repeat visitation.

*Key Achievements:*

- Increased traffic to website by 10% within the 3<sup>rd</sup> month of launch through informative, entertaining blog posts
- Posts consistently made the list of the top 10 most read blog posts of the site.
- Was offered promotion to contribute daily to the parent website's Resource Guide.

**Leap Graphics** – Toledo, Ohio – 09/2007 – Present

**Freelance Graphic Designer**

Design and produce various print and multi-media projects for wide range of clients. Identify client requirements and budget to successfully strategize marketing approaches and maximize client exposure. Manage relations with vendors, printers, media and other contributors as well as pre-press production timeline. Implemented innovative public and private educational sessions on graphic design for aspiring artists at various skill levels. [www.leapgraphics.com](http://www.leapgraphics.com)

*Key Achievements:*

- Notable clients include: Columbus Urban League, Girls, Inc., N.A.A.C.P., Call & Post, U.S. Census Bureau, University of Toledo, Ohio Democratic Party and United Way of Greater Toledo
- Nominated for "2009 Micro Entrepreneur of the Year" award by Increase Community Development Corporation. Columbus, Ohio
- MBE Certification through State of Ohio and Nationally through the Ohio Minority Supplier Development Council

**Street Speech Newspaper** — Columbus, Ohio - 03/2008 – 09/2010

**Sr. Graphic Designer (Volunteer)**

Constructed initial layout for newly formed, grant funded street newspaper and maintained updates for each monthly issue. Coordinated production schedule with staff including photographers & writers. Designed marketing material for all efforts surrounding the newspaper including community events and fundraising.

*Key Achievements:*

- Design created for 1<sup>st</sup> anniversary led to issue selling out & being reprinted due to demand.
- Trained Jr. Designer to maintain newspaper updates and over see pre-press operations.
- Received The Columbus Coalition for the Homeless' "2010 Volunteer of the Year" Award for maximizing grant dollars.

**Hipolocy Magazine** – Columbus, Ohio - 09/2005 – 05/2008

**Jr. Graphic Designer**

Collaborated with creative team to design and produce initial magazine layout. Managed article and advertisement design schedule as well as pre-press production timeline for 3-member design team. Designed successful promotional print and web-based advertisement campaign to increase sales and readership.

*Key Achievements:*

- Design team received statewide recognition from Ohio Senate.
- Over 500 magazine subscriptions were generated and Facebook following increased from 30 to 600+ fans within first 2 months.
- Was recruited by parent firm Miller Public Relations to design promotional material for new clients.

***Educational Background***

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B.A. Degree in Graphic Design/Marketing, G.P.A. 3.5 - 2005  
**University of Toledo, Toledo, Ohio**

***Technical Proficiency***

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Platforms: Mac OS X / Windows 7

Applications: Adobe Photoshop, Illustrator and InDesign CC, MS Office Suite

Additional Skills: Strong understanding of HTML, XML and CSS

Online Portfolio: <http://www.leapgraphics.com/portfolio>

***References***

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