

SUMMARY

Creative graphics professional well versed in print, web and 3D design. Knowledgeable in B2B and B2C development. Previous experience includes desktop publishing, layout design, creative content, web banner and e-mail design, photography, editing and copy writing. Detail-oriented with a keen eye for typography, color use and overall design across all media. Intuitive problem-solver when working in 2D or 3D project designs.

TECHNICAL SKILLS

Software: Adobe CS5 Suite – Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat
Quark Express 7.0
Content Management System
Microsoft Office – Word, Excel, PowerPoint

Systems: Macintosh, PC

Media Skills: life drawing, production layout, photography, typography

To view my portfolio, visit www.visualcv.com/deborahparker

PROFESSIONAL EXPERIENCE

KENALL MANUFACTURING CO., Gurnee, Illinois

Marketing Designer, Print and Web Media



2009 – present

Manufacturer of specialized lighting products for both commercial and industrial applications. With over \$60 million in sales, Kenall is well known in the lighting industry for customized products to fit any requirement, from healthcare and cleanroom containment to extremely durable, vandal-proof security detention lighting. One of top three manufacturers in the US and Canada for correctional/security detention lighting.

First full time designer hired to organize digital media library, and coordinate all printed and web media within the organization. Role molded into becoming responsible for brand continuity and redesign of brand identity, maintaining all web-related information and website, and key liaison between engineering and marketing departments.

- Spearheaded the complete redesign of Kenall's corporate website. Project managed timeline, provided design concepts to be implemented by outside web developer, gathered all necessary files to be used within site (images, literature, engineering files), directed CSS design for developer, maintained project timelines, coordinated multiple internal and external sources, in charge of multiple meetings involving the President, Vice Presidents, Directors and department heads to establish overall look, usability, and obtain approvals for design and wireframes from all stakeholders.
- Orchestrated alpha and beta user testing for redesigned website, reporting errors back to developer, and making edits in the Product Information Management system (PIM) and CMS (Titan).
- Organized digital media library – compiling all photographs, engineering drawings, developing naming convention from 3 external backup drives and 3 Mac-based computers archived from previous 10+ years. Determined logical naming convention for all file types, organization of file structure, and trained all Marketing employees on theory of development to ensure correct usage moving forward.
- Developed new procedures for literature design, utilizing InDesign and file linkage to make automatic updates within books created, reducing the number of updates required, and amount of duplicate work.
- Designed all HTML e-mails to field agents and tradeshow attendees, re-designed HTML template to match new branding. In charge of web analytics using Google to generate reports for Director, and analyzing reports to help drive new design of website, enhancing overall user experience.
- Coordinated all web development work with outside contractor to execute design changes as required to existing website and help with transition to new site functionality.
- Suggested cost-saving initiatives for producing print media as digital PDF's and creating interactive PDF's for all web customers. Investigated more efficient ways of saving files and creative interactive files.
- Pursued outside software training in order to keep design work in-house versus using outside contractors to maintain budget.
- Worked hand-in-hand with engineering to design new product launch materials – specification sheets, brochures, product selection guides, installation sheets, tradeshow booth graphics, agent meeting materials, agent sample kits, sell sheets and social media/web-related content.
- Charged with training all employees in the department on procedures of Marketing, product knowledge, software applications, as well as delegating workload for web and print. Became mentor to our summer interns (3), to teach them about Kenall, the lighting industry, design and marketing.
- Attended multiple IES (Illuminating Engineering Society) training events to become certified in introductory lighting, including IES standards for lighting, creating polar plots, interpreting lighting reports, lighting design

GBC/ACCO BRANDS CORPORATION, Lincolnshire, Illinois**2006 – 2008****Graphic Designer Level II**

World's largest suppliers of branded office products, with annual revenues of nearly \$2 billion, and products marketed in over 100 countries across globe.

Head designer in charge of Brand Image Solutions® program designs, to develop corporate identities across GBC's specialized products. In charge of copy writing and editing all print and web pieces such as brochures, catalogs, sell sheets, product packaging, and e-mail deployments.

- Developed Keystone Design Services driving \$500,000 in sales of customized orders in 2007/2008
- Designed HTML e-mails sent to 64,000 customers on monthly basis to drive web orders and reduce costs
- Pursued new print vendors for a print project which resulted in \$5,000 cost savings
- Contacted print vendors to acquire multiple quotes on all printing materials to ensure budgets were met
- Maintained all materials brand compliant within the GBC brand as well as ACCO Brands Corporation
- Refined strategies for print, web and tradeshow needs to ensure cohesive look across all media
- Collaborated with marketing team to create tradeshow backdrops, table skirts, kiosks and on-site materials for universal shows, reducing production costs by upwards of \$15,000
- Retained relationships with outside sales to develop Brand Image Solutions (BIS) design programs and drive program business, resulting in single \$200,000 order for 2007
- Collaborated with design team to create sample B2C customer shopping experience for Staples, Inc. resulting in \$15mm contract

QUILL CORPORATION, Lincolnshire, Illinois**2003 – 2006****Marketing Communications Dept – Graphic Designer**

Division of Staples Inc., national office supply chain, dedicated to mail order customers with over \$1.4 billion in annual sales.

Combined elements from existing page documents to create hard-hitting promotional presentations that combined appropriate copy and graphic design in production environment. Analyzed, organized and assembled page information with input from Merchandising and Marketing teams.

- Used electronic desktop publishing software to manipulate existing page layouts to fit monthly print catalogs and flyers
- Used workflow management software (QDMS) to resolve deadline issues, maintain print press dates
- Worked with Marketing to develop new look of catalogs and flyers to promote new products and promotions
- "Champion" for assigned efforts creating document templates, style sheets and art devices with input from Creative Services, Copywriters and Marketing to lessen page assembly time and meet printer deadlines
- Distributed work to other artists assigned to effort, ensuring deadlines met, and pages assembled to fit templates
- Represented production staff on assigned market niche teams, exchanged relevant information between team and production team

Furniture Dept – Giza Specialist**2001 – 2003**

Designed small to large office space layouts using GIZA 20/20. Fulfilled catalog and swatch requests from customers.

- Assisted Furniture Specialists with customer space plans on-site, to develop a 3D design of proposed office layout to help customers visualize new office space
- Proposed space plans and executed sales above \$50,000 on 4 occasions in 2 years
- Designed space plan for OSHA's new training facility – \$90,000 order
- Developed, organized and inventoried swatch library to allow Sales Specialists to find needed swatches, mail to customers to make color decision easier
- Collaborated with furniture vendors to keep swatch library current and any direct literature in stock for mailing
- Assisted department administrative assistant with GoldMine, end of month costs, coordinated vendor trainings, created spreadsheets and faxed large volume quotes
- Executed live chat requests on company website on behalf of furniture sales specialists during high call volumes

JUPITER SPORTSWEAR, INC., Dallas, Texas**1999 – 2000****Graphic/Textile Designer**

Independent clothing contractor that designs clothing lines for clients such as Arizona Jeans, St. Johns Bay and Lee Jeans.

- Designed textile fabric using U4ia software on a Unix platform
- Created logos, embroideries and screen prints, one design for JC Penney's featured on Friends on NBC
- Composed presentation boards for quarterly circle meetings, resulting in new fashion orders of \$100,000 or more
- Implemented filing system and electronic handling of orders and monitored paperwork for vendor-to-client products.
- Managed communication with vendors located internationally in Japan, Taiwan, Mexico and China.
- Phone reception and administrative assistant duties as needed

EDUCATION

Art Institute of Dallas – Associate of Applied Arts in Graphic Design 1999

Attended Barton College Wilson, NC – Fine Arts Major, 1994 – 1996