

JENNIFER SHRADER

TWITTER - JENNIESHRADER
INSTAGRAM - SHRADERBLADES
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OBJECTIVE

Enthusiastic professional seeking a position as a designer to create and organize materials that will maximize the presence and visibility of the company. Determined, thorough and amiable with a focus on detail and time management. I am intent on excelling in this field by applying my dynamic experience.

EXPERIENCE

GRAPHIC DESIGNER

NORTHWEST COMMUNITY HEALTHCARE

**NOV 14 -
PRESENT**

- Creates quality designs for production of multi-media integrated marketing communications materials including posters, brochures, print and web ads, billboards, promotional pieces, mailers, eblasts and logos.
- Develops strong brand identity for consumers to easily recognize in the market.
- Created and maintains an organization-wide online intake process for employees to request marketing materials from the marketing and communications team.
- Works collaboratively with managers and digital team to create strong promotions for hospital service lines through messaging, design and execution.
- Plans and executes photo shoots for Medical Group, ensuring all photography produced is within brand guidelines.

FUN FACT -

Designed and assembled (with help!) the NCH parade floats for the 2015 and 2016 4th of July Parades, in which we took first place for creativity.

GRAPHIC DESIGNER

BRUNSWICK CORPORATION

**APRIL 14 -
SEPT 14**

- Designed individual and collective marketing and POS elements for three brands, 87 bowling centers total, including direct mail pieces, logos, image retouching, digital media, menus, posters, flyers and brochures.
- Maintained brand guidelines for existing brands as well as developed new concepts and brand guidelines for future brands.
- Managed entire projects from start to finish, including briefs, planning, bids, vendor contracting, installation and delivery.

SENIOR DESIGNER AND ACCOUNT MANAGER / ASSISTANT PRODUCTION MANAGER

DR. GRAPHX

**JAN 08 -
APRIL 14**

- Designed layouts for print and web materials, including but not limited to, posters, pamphlets, banners, business cards, letterhead, invitations, trade show booths, direct mail pieces and presentation materials.
- Processed designs from initial layout, pre-press, production and finishing, all within allotted budget.
- Managed production staff to ensure projects were produced at a high quality and in a timely manner.
- Worked with clients to develop branding guidelines and implement them, resulting in effective marketing campaigns, both online and through print materials.

PROMINENT ACCOUNTS INCLUDE -

J.P. Morgan Chase, Bacardi, Republic of Tea, Respiratory Health Association, CNA, MillerCoors, John Hancock Observatory, Seyfarth Shaw LLP, Columbia College, University of Illinois, Printing Arts, Lettuce Entertain You, and Chicago Gourmet.

Post Baccalaureate Certificate of Major
Graphic Design Columbia College
Graduated Cum Laude

EDUCATION

Bachelor of Arts
Double Major in Communications and Studio Art
Lake Forest College

Proficient in Adobe Creative Cloud,
including Illustrator, InDesign, Photoshop.
Knowledgeable of Flash and Dreamweaver.
Knowledgeable of HTML and CSS. Skilled in
Microsoft Office, including Word, Excel, Powerpoint,
Keynote and Publisher. Experienced in WordPress,
Constant Contact, Mail Chimp and Basecamp.

SOFTWARE

