

PROFILE

Professional designer focused on process streamlining, with experience in both print and interactive design. Background includes project creation from concept to completion, communicating ideas to clients, and effectively and quickly producing projects.

TECHNICAL SKILLS

Dreamweaver Flash HTML/HTML5 CSS/ CSS3 PHP InDesign JavaScript/ 33jQuery Acrobat
Illustrator Photoshop ActionScript 3.0 TeamSite AMS QuarkXPress Microsoft Office Vote.net

EXPERIENCE

AMERICAN HOSPITAL ASSOCIATION - ASHRM | Chicago, IL | **Multimedia Specialist** March 2011 – Present

- Work with Communication Manager, Marketing Specialists and copywriters to determine campaign directions and implementation
- Highly involved in creating design and functionality for annual conference mobile app
- Design materials and set art direction on banner and print ads, landing pages, eblasts and various printed materials
- Troubleshoot a variety of technologies including ASHRM website, magnet mail and vote.net
- Maintain ASHRM website and update it regularly
- Create and maintain tracking and analytics for online ads and the website

UNIQUELY DODIE'S | Bolingbrook, IL | **Freelance Art Director** July 2007 – Present

- Created brand identity, set marketing direction, and designed website, e-mail blasts and promotional materials
- Photograph merchandise for website, catalogs and direct mail pieces

MARKETSENSE | Burr Ridge, IL | **Freelance Web Designer** October 2010 – December 2010

- Built HTML emails, landing pages and micro sites, as well as updated websites for Siemens, Knaack, Weather Guard, Ceridian, Abbott Diagnostics, Certified Collectibles Group (CCG), Numismatic Guaranty Corporation (NGC) and Pharmaceutical Logistics
- Edited video and sound clips for a Siemens training DVD and Ceridian Flash-based educational modules

TRANSUNION | Chicago, IL | **Freelance User Interface Designer** June 2010 – October 2010

- Created wireframes and final layouts for user interface web pages
- Turned layouts into HTML and CSS with light JavaScript, then used ClearCase to transfer layouts to offshore team for additional coding and reviewed HTML and CSS afterward

FREELANCE | Chicagoland area | **Art Director/ Senior Graphic Designer** 2003 – Present

- Worked on a variety of projects such as e-mail blasts, trade show signs, sell sheets, ads websites and other marketing materials for clients such as Sealy Global Hospitality, vAuto and Certified Collectibles Group (CCG), Bosch Auto Parts and Purolator
- Selected Clients: **MarketSense** | **Robert Bosch Corporation** | **Carthage College** | **Catholic Charities of the Archdiocese of Chicago** | **Jewish Federation of Metropolitan Chicago**

NATIONAL SAFETY COUNCIL—MARKETING | Itasca, IL | **Senior Graphic Designer** October 2006 – August 2008

- Creative lead, working concept to completion, for projects such as: 2007 Congress & Expo, National Safety Month, Emergency Care Business Unit Brand Standards, Green Cross for Safety Dinner, and Self Promo and Product Ads
- Developed excellent, trustworthy relationship with business units through on-target project direction and relentless efforts to make deadlines and budgets by writing copy or using own photography
- Worked with Web department to develop and enhance Web pages and online campaigns—maintaining brand consistency through all media
- “Go-to-guy” for technology-related information, presented and implemented a plan for updating computers and software, converted department from Quark to InDesign, developed department how-to sessions and helped with general questions

NATIONAL SAFETY COUNCIL—PUBLICATIONS | Itasca, IL | **Production Assistant** May 2005 – October 2006

- Contributed to several ongoing publications, such as Safety+Health, Family Safety & Health, Traffic Safety, Every Second Counts, OSHA Up To Date, and Membership Advantage. Projects included:
 - Cover and corresponding feature concepts and layouts
 - Layouts for articles, columns and newsletters
 - Redesigning sections, including “New Products” and “On Display”
- Concepted and created 2007 Media Kit

AWARDS

- Graphic Design USA American Inhouse Design Award 2009, 2008 & 2006
- Graphic Design USA American Graphic Design Award 2007

ORGANIZATIONS

- National Association of Photoshop Professionals (NAPP) since 2005
- LinkedIn: www.linkedin/in/obrienshaun since 2005
- Interaction Design Association (IXDA) since 2010

EDUCATION

THE ILLINOIS INSTITUTE OF ART | Chicago, IL | Associate's of Applied Science, Web Design & Interactive Media Graduated 2010

CARTHAGE COLLEGE | Kenosha, WI | Bachelor of Art, Graphic Design Graduated 2003

AMERICAN COLLEGE DUBLIN | Dublin, IRE | Study Abroad August 2000 – December 2000