

PROFESSIONAL SUMMARY

Creative, highly client-focused graphic designer with 20+ years of experience in branding, print and digital marketing, and creative project management. Owner and Creative Director of NB Design, serving 30+ clients including local organizations, small businesses, and real estate professionals. Experienced in developing agent branding, digital and print advertising, listing brochures, direct mail, presentations, and social media graphics. Skilled at managing projects from concept through production while building strong client relationships and coordinating with photographers, printers, and outside vendors.

CORE SKILLS

Branding & Design |

- Brand Identity Development
- Logo Design
- Marketing Collateral
- Print and Digital Design
- Presentation Design
- Promotional items
- Signage

Project & Client Management

- Client Relations
- Project Coordination
- Vendor Management
- Printer Coordination
- Photography Coordination
- Production and Workflow Management

Software

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat
- Microsoft PowerPoint
- Wix Website Templates

EDUCATION

Bachelor of Fine Arts, Graphic Design
University of Illinois at Urbana-Champaign

PROFESSIONAL EXPERIENCE

NB DESIGN | Owner & Creative Director | *Glen Ellyn, IL* | 2020–Present

- Founded and operate an independent graphic design business serving 30+ clients, including local organizations and small businesses.
- Develop strategic brand identities, logos, and marketing materials tailored to each client's goals and audience.
- Create integrated print and digital marketing materials including online and print advertising, brochures, direct mail, social media graphics, presentations, and event materials.
- Provide specialized marketing support to real estate professionals, including agent branding, digital advertising, listing brochures, print advertising, and direct mail campaigns.
- Selected real estate clients include Debbie Hepburn and The Hudson Group on Chicago's North Shore, as well as local real estate professional Bridget Carroll.
- Partner directly with clients from concept through revisions and final delivery, translating business needs into thoughtful and effective creative solutions.
- Coordinate with photographers, printers, and outside vendors to ensure high-quality production and execution.
- Manage multiple concurrent projects, priorities, deadlines, and deliverables independently.

INDEPENDENT GRAPHIC DESIGNER | *Florida, California, Illinois* | 2009–2020

- Provided freelance graphic design services for local businesses, organizations, and individual clients.
- Developed logos, branding, brochures, advertising, invitations, event materials, and other print and digital communications.
- Served as the photographer for projects as needed.
- Worked directly with clients to establish creative direction and develop marketing materials aligned with their goals.
- Managed projects independently from client consultation and concept development through production and final delivery.
- Coordinated with printers and outside vendors to oversee production and quality.

SENIOR DESIGNER | Karnes Prickett Design | *Glen Ellyn, IL* | 2004–2009

- Led concept development and execution for a broad range of branding and marketing materials.
- Designed magazines, brochures, catalogs, direct mail, logos, event materials, and websites.
- Supported corporate clients, startups, boutiques, and small businesses with creative and marketing initiatives.
- Managed projects from concept through production while collaborating with clients and outside vendors.

GRAPHIC DESIGNER | Grady Campbell | *Chicago, IL* | 2002–2004

- Developed and maintained brand identities for large and small clients.
- Created print marketing materials and advertising collateral.
- Provided client service, project management, and production coordination.
- Managed multiple projects and deadlines in a fast-paced agency environment.