

## FULL TIME EXPERIENCE

### **American Academy of Sleep Medicine** *Graphic Designer*

February 2020-Present. Created and managed 2023's conference branding and collateral and redesigned AASM's magazine, MONTAGE, sent out to 11,000 members quarterly. Powered a 3% membership increase in 2021 by:

- Redesigning SleepEducation.org into an SEO-friendly, responsive site
- Bridging image gaps in AASM's education library by illustrating clean, complex vector medical graphics
- Creating branded, compliant presentation templates to increase UI for medical students and providers

### **BiznusSoft** *Graphic Designer*

March 2019-January 2020. Generated \$47,000 in revenue in the fourth quarter of 2019 by:

- Establishing a consistent brand identity and social media presence
- Designing Mailchimp and Salesforce email campaigns, PowerPoint presentations and tradeshow signage
- Designing websites through offshore project management and creating educational After Effects videos

### **Teamsters Joint Council 25** *Communications Designer*

December 2016-March 2018. Produced over 500 new memberships in 2017 by:

- Building the Joint Council's entire WordPress website and designing Constant Contact email campaigns
- Creating compelling PowerPoint presentations, Premiere Pro videos, social media campaigns, flyers and mailers
- Updating local brand identities and stationary and designing billboard and event collateral

### **Teamsters Local 727** *Communications Designer*

September 2016-December 2016. Bridged the gap between the loss of the current designer and onboarding of the new designer at this Teamsters local by:

- Designing flyers and newsletters mailed out to thousands of members
- Photographing events, managing social media, and writing and posting articles on the local's Wix site
- Trained the new design hire by teaching InDesign, Photoshop, the newsletter schedule and union policies

## FREELANCE/CONTRACT EXPERIENCE

### **Kelly Cardinal Designs** *Owner/Graphic Designer*

June 2013-Present. Constructed a strong voice for non-profits and businesses such as Essington Animal Hospital, Prairie Center, do good Consulting, Crossroad of Life Community Church, Youth & Family Peer Support Alliance, Women Supporting Women and Pryme Tyme by designing brand identities and assets, an 80 page workbook, banners, ID cards, brochures, T-shirts, packaging, PowerPoint presentations, booklets and social media presences.

### **OppLoans** *Graphic Designer/Illustrator*

November 2018-February 2019. Created an educational infographic eBook and HTML/CSS email sent to clientele.

### **Dolphin Creative** *Graphic Designer*

March 2018. Designed packaging pitches sent to these corporations: Oreo, Chase, Sensodyne, Splenda, Ragu, Corona and Mars.

### **Thrifty Nickel Classifieds** *Graphic Designer*

July-August 2016. Designed ads and layouts for a local classified newspaper within tight deadlines and strict client demands.

## SKILLS

Branding (logo design, brand consulting, creating, updating or honoring brands throughout all collateral, style guides), Illustration, Print Design (ad campaigns, banners, posters, stationery, mailers, brochures, magazines, billboards, etc.), Social Media Ad Campaigns, Photo Editing, Video Editing/Animation, Web Design (wireframes, mockups, WordPress page building)

## TOOLS

Adobe Creative Suite  
Mac and PC  
WordPress  
HTML and CSS  
Microsoft Office  
iPad  
Procreate  
Figma

## EDUCATION

### **Illinois State University**

Honors Graduate-Bachelor of Science  
Social Psych with Art Minor

### **Parkland College**

Graphic and Web Design,  
Digital Photography