

Dawn Schneider graphic designer

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experience

MF Global Inc.

Graphic Designer

January 2008 – November 2011

- ▶ Designed collateral and event based applications including brochures, handouts and invitations
- ▶ Key player in a global brand refresh as well as re-branding our retail division Lind-Waldock over to MF Global Inc.
- ▶ Design and code HTML email blasts, flash banners and front-end web design
- ▶ Supported our company intranet site and played a critical role in helping to establish our refreshed brand
- ▶ Provided internal and external event branding
- ▶ Managed vendors on outsourced projects from beginning to completion
- ▶ Project managed a global advertising campaign including fulfilling IOs, resizing ads and managing the print insertion calendar
- ▶ Maintained day-to-day brand consistency
- ▶ Excelled in a fast paced industry by completing projects on or before due dates

IRH Capital

Freelance Graphic Designer

December 2007 - February 2008

- ▶ Designed collaterals for Dairy Queen and Subway food chains
- ▶ Designed promotional materials to enhance IRH's brand

YMCA of Metropolitan Chicago

Graphic Design Intern

August 2006 - December 2006

- ▶ Designed advertisements published in the RedEye Newspaper
- ▶ Maintained brand consistency when designing invitations, mailers, newsletters and fliers
- ▶ Contributed on creative board meetings by offering my design ideas

education

Digital Bootcamp

Adobe Flash

2008 – 2009

Columbia College Chicago

BA, Graphic Design

2003 – 2007

Activities and Societies: AIGA

knowledge

adobe creative suite 5.5

adobe acrobat

basecamp

clarizen

css

html

microsoft office

sharepoint

specialties

brand architecture

brand management

communication

conceptualizing

environmental design

marketing communications

photo retouching

project management

storyboarding

time management

tradeshows