



deidre crane

Graphic Designer

Contact Info

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Qualifications

Authority | Creativity | Management | Organization

- 10+ years experience planning and executing informative materials
- Trained and managed colleagues on project specifications
- Project editor for informative graphics materials
- Created a new company identity across multiple brand lines
- Co-hosted and photographed local car shows for customer appreciation functions
- Direct customer contact while providing exceptional customer service

Skills

Logos & Branding

- Liv-IT! logos
- Liv-IT! product lines: cleaning, air fresheners, and food storage
- Aquamax logo redesign
- Logo designs for services

Packaging

- Liaised with Chinese factories to manufacture products and packaging
- New product packagings
- Aquamax label redesign
- Physical package mock-ups

Editorials

- Writing manuals for safety and use of wood working tools
- Creating line art for manuals
- Informative brochures for 14+ auto shops
- Company catalogs from concept to printer
- Designed sell sheets
- Updated sell sheets

Education

The Illinois Institute of Art - Schaumburg, Illinois
Bachelor of Fine Arts in Graphic Design, December 2009
Dean's List, GPA 3.5

Independent Study - Grayslake, Illinois
HTML5, CSS3, and Web Design

Work Experience

- Milescraft - Elgin, Illinois: Marketing Support
 - Self-taught on the basics of using Solidworks Composer
- Liv-IT! - Bensenville, Illinois: Graphics & Sales Support
- Global Décor d.b.a. BSI-Bath Solutions, Inc. - Elk Grove Village, Illinois: Graphics & Sales Support
- Opus CMC - Lincolnshire, Illinois: Intern Graphic Designer
 - SKAN National Radiology Services
- Metro Paint Supplies, Inc. - McHenry, Illinois: Marketing Specialist
 - B-TEC North America: Logo and label redesign
 - Black & White Auto Body & Paint: Brochures
 - Body Builders Automotive: Brochures
 - Evergreen Auto Repair: Brochures
 - Hopp's Auto Body: Brochures
 - Raymond Chevrolet: Brochures
 - Dream Car Classics: Brochures
 - High Tone Auto Body: Brochures

Freelance Experience

- Society of Permanent Cosmetic Professionals - Des Plaines, Illinois
- Faith United Church of Christ (a.k.a. Six Corner Faith) - Chicago, Illinois: Logo Design
- Truck N Go: Logo Design
- Tina & Tom's Tax Service: Logo Design
- Pete's Plumbing Services: Logo Design
- LTF Technology - Northbrook, Illinois: Helped produce catalog
- Pat Marth: Photo manipulation/restoration
- Ushman Interactive - Schaumburg, Illinois: Logo Design

Accomplishments

Trained & managed graphic designers

Participated in International Housewares Show

- Created displays
- Booth setup
- Interacted with guests
- Informed customers about products and services
- Fulfilled customer requests: samples, catalogs, and sell sheets

Adobe Creative Cloud Suite

