



Creative Director

Innovative, multifaceted Creative Professional with over 20 years of experience focusing on print and digital communications. Well practiced in creating marketing and sales tools that streamline, transform, and recharge the creative process. Passionately leads successful teams of designers located both locally and nationally. Devoted to not only inspire and motivate but also to encourage out-of-the-box thought to achieve unique and expectation busting results. Please visit jeannettecreative.com for a closer look at your next Creative Director.

Areas of Emphasis

- Full Life Cycle Project Management
- Cutting-edge Graphic Design
- Web Design / Usability Best Practices
- Targeted E-mail Campaigns
- Newsletters / Brochures / Flyers
- Mechanical Art / Print Production
- Cost Control / Budget Administration
- Staff, Vendor, and Client Relations

Professional Experience

Alight Solutions - Lincolnshire, IL

Creative Director, 2017 to Present, Same responsibilities as Aon...

Aon - Lincolnshire, IL

Creative Director, 2010 to 2017

Coordinates a team of 12 full-time and contract designers located across the nation in the development of strategic and creative design concepts for Fortune 500 clients. Inspire and mentor teams to success; increasing client and employee satisfaction and decreasing turnover. Approve final deliverables to monitor and ensure quality and creative.

Selected Achievements:

- Improve project cost effectiveness through close attention to detail and strict budget allocation to ensure maximized profitability and client satisfaction.
- Encourage and foster cross-functional team collaboration between Creatives, Account Managers, Vendors, and clients to increase productivity and streamline processes.
- Design awards: IABC Gold and Bronze Quill, Ragan's Employee Communications Awards, Hermes Creative Award, LACP, most engaging communication award.

School of the Art Institute of Chicago - Chicago, IL

Faculty, 2016 to 2017

Planned and coordinated Introduction to Graphic Design Course. Provided constructive communications and degree planning assistance for students.

Hewitt Associates - Lincolnshire, IL

Art Director, 2001 to 2009

Managed the development of multiple projects at once; efficiently coordinated teams and solo designers, monitored quality, and ensured project timelines. Lead successful campaigns, focusing on finding creative and lasting solutions to meet and overcome challenges.

Selected Achievements:

- Helping develop and execute the creative vision lead to generating sales and revenue for the firm
- Inspired teams with new "Fierce Creative" toolkit; creative discussion guide, creative brief, words/pictures exercises.

Professional Experience

Hewitt Associates – Lincolnshire, IL

Senior Designer, 1996 to 2001

Followed projects through the full life cycle from concept development and visual exploration to final execution and delivery. Simultaneously managed multiple projects successfully meeting all timetables and quality goals.

Selected Achievements:

- Successfully managed multiple projects simultaneously to decrease the need of contract artist.

Helene Curtis – Chicago, IL

Packaging / Advertising / Collateral Designer, 1991 to 1996

Initiated new product design and development to accurately portray their identities. Re-staged existing products to increase and better market response. Created innovative and comprehensive sales materials, brochures, newsletters, and manuals. Designed point-of-purchase sales tools, headers, shelf talkers, posters, and signage. Built successful advertising for trade publications, distributor newspapers, and magazines.

Selected Achievements:

- Invented a 3-D liquids bottle that was the first in the industry.
- Created 3-D shelf talkers and end-cap displays that got attention and boosted sales.
- Delivered a successful haircare campaign without showcasing any actual hairstyles.

Educational Background

Bachelor of Arts in Graphic Design, Minor in Marketing
Columbia College Chicago, Chicago, IL

Technical Proficiency

Environments: Mac OS X, Windows 7/10

Tools: Adobe Photoshop, Illustrator, InDesign, Acrobat; Microsoft Office.