

KELLEY WITZEMANN

GRAPHIC DESIGN | MARKETING

www.jokerman.com
kelwitz@jokerman.com
(312) 925-2969

Technical Skill Set

Mac software including:

Adobe Creative Suite: InDesign /
Illustrator / Photoshop /After Effects /
Premier / Acrobat

Office: Word / PowerPoint / Excel

Web: WordPress / WIX / Basic HTML /
Social Media / Mailchimp

Product Photography / Retouching

Design Skill Set

branding / identity
websites / web banners / social media
packaging / product promotion
exhibit / event design
brochures / sales collateral
white papers / newsletters
periodicals / book design

Education

BFA

Visual Communications/Design
Northern Illinois University
Upper Division Honors

Adobe Certified Training/InDesign

Volunteer Design

Center for Independence

Chicago, IL

District 97 PTO

Oak Park, IL

Hepzibah Children's Association

Oak Park, IL

Illinois Women in Cannabis

Chicago, IL

La Casa Norte

Chicago, IL

Professional Experience

Senior Designer, JB Industries, Inc.

Aurora, IL (05/16 – present)

- Lead graphic designer for 30m HVAC manufacturing company and their subsidiary C&D Valve.
- Facilitate all aspects of creative branding including design and production of catalogs, brochures, ads, email campaigns, product launches, social media, POP displays, pull-up banners, and trade show booth.
- Design, produce and manage the print production process for packaging of 1000+ products.
- Maintain existing JB website and orchestrated redesign of C&D Valve website.
- Responsible for execution of all product photography, retouching, and image management.
- Coordinate client events and sales meetings.

Freelance Creative/Principal, Jokerman Studios, Inc.

Oak Park, IL (10/06 – 05/16)

- Graphic design and marketing services provider for a variety of clients—Next Generation Logistics, Cargo Chief, Kaufman, Hall & Associates, Inc., WAUSAU Financial Systems, BMO, Rettler Corporation, Dennemeyer, Leydig Voit & Mayer, ITW, and Becker Communications, Inc.
- Coordinated all aspects of the business—sales, promotion, client meetings, proposals, estimates, design, production, vendors, and accounting.
- Designed and produced varied marketing materials—annual reports, journals, invitations, web banners, websites, books, ads, direct mail promotions, and trade shows/exhibits.
- Maintained unyielding commitment to high-quality creative, budget accuracy, on-time deadlines, and timely payment schedules for clients and vendors.

Art Director, Becker Communications, Inc.

Chicago, IL (07/94 – 10/06)

- Member of three-person collaborative management team selected to establish Chicago branch office, which reached profitability within 14 months and maintained growth for 20m agency.
- Maintained 10-15 concurrent business accounts and relationships resulting in the retention of client base.
- Facilitated all aspects of business—sales, promotion, client meetings, proposals, estimates, design, production, vendors and accounting.
- Created comprehensive marketing programs for clients—BMO, Case IH, Allstate, GNB Technologies, Cushman & Wakefield, CB Richard Ellis, Avery Dennison, Nissan, and Stimsonite. Programs included: marketing collateral, product launch kits, ads, corporate identity, sales incentive programs, conference signage, training materials, sample books, and trade show exhibits.
- Conceptualized global sales incentive travel programs for GNB, product launches for Allstate, corporate meeting materials for BMO, and product literature for Case IH.

Senior Designer, Nova Marketing Communications

Schaumburg, IL (08/91 – 07/94)

Designed and produced creative point of purchase displays and retail signage for retail client Sears, and annual reports, corporate brochures, packaging, and logos for Master Lock, Littelfuse and Hinckley & Schmitt.

Freelance Designer, Insight Graphic Design

Chicago, IL (06/91 – 08/91)

Designed and produced creative brochures, postcards, signage, and property development branding for real estate firms nationwide—Stein & Company, Miglin-Beitler, Inc., Cushman & Wakefield, and Podolsky.