

KATHY QUINTANAR

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GRAPHIC DESIGN

Team Leadership | Project Management | Visual Communications | Brand Identity | Print Production

Organized, passionate and creative design professional with extensive brainstorming and collaboration B2B experience in multimedia, marketing, branding, and print design related to graphics, commercial printing, and computer-aided design technologies. Translate subject matter into original creative compositions for range of marketing, promotional, and informational materials for multimedia projects. Exceptional collaborative and interpersonal skills in driving product life cycles, coordinating potential changes and operating within budgets. Negotiate timelines and partner with clients in developing award-winning design projects with commitment to deadlines and customer satisfaction.

Software: Microsoft Office Certified® MOUS (since 2000); Microsoft Office Suite (Word, Excel, PowerPoint); Microsoft Visual Studio; Quark Adobe Creative Suite / CC (Photoshop, InDesign, Illustrator);

AfterEffects; Fireworks; Dreamweaver; Maya, enLabel, cPDM Wordpress;

Web: HTML; CSS; PHP; Javascript; Responsive Media Design - jQuery

PROFESSIONAL EXPERIENCE

QWORKS – Chicago, IL

Graphic Design Principal, 2006 to Present ~ Manage visual communications initiatives for brand development and creative design projects from concept through completion for various clients. Includes logos, signs, advertisements, greeting cards (web, print), layout, banners, brochures, newsletters, web graphics, training material, presentations, animation, photos, and retouched images. Design and develop website for clients that align their brand strategy with the target audience using Javascript, HTML, CSS and all other various tools. Develop processes for asset archival, organization and time tracking. Lead design and marketing presentations through collaboration with clients to conceive innovative vision and alluring designs. Partner with associates on job priority, scope, budget and schedule to effectively meet deadlines. Analyze cost-effectiveness of solutions and cultivate community of vendor options for overflow print production. Manage operational, strategic, and financial functions, mitigate obstacles and provide recommendations.

- **WILLIAMS LEA / Lincoln International**

Create and refine business brand assets for Capital Markets and financial transaction endeavors. Utilization of Adobe Illustrator and Photoshop to design communications pieces for new business pitches, CIM, Case Studies and marketing materials. Power Point presentations, brochures, logo design and repair are just a few of my responsibilities. Including color theme management and palette development for client facing presentations.

- **ATOS / SYNTEL INC: Sr. Graphic Designer** – Product support for packaging labeling design for **Biosense Webster** a subsidiary of **Johnson & Johnson**. Using Adobe Creative Suite to create labels and packaging for the pharmaceutical device division of Johnson & Johnson. Balanced creative design tasks to meet all deadlines in fast-paced manufacturing environment. Used best practices and standardization to comply with department standards. Designed legally compliant packaging and labeling for BWI medical devices. Managed updates to the web pages and banners using HTML, CSS and Javascript and other various elemental web tools. Coordinated with the Sr. Technical Writer and team to develop instructional icons, imagery and bar codes.

- **LGIMA: Graphic Designer** - Spearheaded creation of new marketing collateral including design and layout of sales brochures, placemat, slip sheet, and greeting cards with dedicated adherence to Brand Style and Content Guides and direct client interaction. Oversaw print production of books and communications graphics. Balanced creative design tasks to meet all deadlines in fast-paced marketing environment. Used best practices and standardization to comply with department standards. Generated promo materials, internal communication assets, presentations, and brand focused NBPs.

- **KPMG: Graphic Designer** - Developed and implemented marketing and business communications. Managed content creation and designs for recruitment, marketing, and brand materials. Designed and printed step and repeat banners for Richard Dent Roast/Sacked. Maintained repository of data files current on server.
 - Created branded communications supplies for example presentations, sales brochures, Placement, Slip sheet, greeting cards, HTML Evites/confirmation, banners, and pop-up signs.
- **The PBC: Graphic Designer** - Designed organizational marketing and communications media including signage, web images, program logos, and Mayoral, Staff, and Quarterly/Annual reports.
 - Developed creative concepts for business proposals, staying within brand template and color scheme.
 - Updates to website images and occasional content using Javascript Css, HTML and other tools.
 - Oversaw all print production, consistently adhering to strict time and budget constraints.
 - Collaborated productively with project manager during entire design cycle and delivery.
- **BMO Harris Capital Markets: Presentation Design Specialist** Managed dynamic workflow of business unit by monitoring and producing deliverables for queued job requests. Included negotiation and navigation of conflicting deadlines.
 - Used expert PowerPoint, Photoshop, Illustrator, and InDesign skills to create management presentations and graphics for business pitches.
 - Demonstrated excellent interpersonal skills while working with senior analysts and executive stakeholders to conceive innovative designs within corporate brand standards.
 - Key contributor to rebranding initiatives, developing standards, color protocols and fonts.
- **Takeda: Graphic Designer** - Created efficacy charts, graphs and graphics for new FDA drug study submission. Produced creative deliverables for job requests through effective time management and task assignments.
 - Utilized Excel, PowerPoint, Photoshop, Illustrator, mapping software and Sigma Plot to chart graphs.
 - Transferred data from blind study to data deliverables that visually conveyed test results.
- **Hospira: Graphic Designer** – Managed Initiative to create polished and refined creative deliverables as needed. Designed pharmaceutical imagery and original graphics in compliance with Hospira brand constraints.
 - Applied Adobe, Quark and Microsoft program techniques to produce creative assets for marketing and product information purposes.
 - Designed web and digital graphic updates including icons, HTML edits and newsletter updates.
 - Coordinated compilation of investors presentation comprised of 17 executive level PowerPoint presentations. Blended into seamless representation of state of the company for annual event.
- **Baxter Healthcare: Graphic Designer** - Contracted to create internal marketing campaign to promote global Cisco TelePresence initiative. Developed creative branding and assets including signs and training/instructions.
 - Used PowerPoint and Adobe Creative Suite to create color palette, typography and layout.
 - Oversaw print production, installment of signs and disbursement of informational materials.
 - Website updates using HTML, Javascript, Css and responsive web design tools.
 - Conducted virtual training for sites global sites including Zurich, Vienna and Irvine, CA.
 - Designed tracking, communications and refined images for global IT system consolidation initiative.

KEY CLIENTS

ABN AMRO
Baxter Healthcare
Blue Chip Marketing
BMO Harris
Commission Chicago

Global Insight
Hospira
Johnson's & Johnson's
KPMG
LG Software

McDonald's Corp
Mindshare / Motorola
Naked Juice /PepsiCo
OPRHC–The Oak Parker
RW Baird Sears Corp

Sears Corp.
The Chicago Bulls
The Creative Group
The Public Building
Wachovia/Wells Fargo

EDUCATION & AFFILIATIONS

Bachelor of Science in Multi-Media & Web Graphic Design, DeVry University, Chicago, IL, 2016

Chicago Creative Coalition (C3), Board Member, 2004 - 2017

Illinois PTA Lifetime Member, Cultural Arts Director/Board Member (ILPTA), 2010 – 2013