

Darrell E. Dwyer

Naperville, IL | 630-930-2197

darrell@dwyer2design.com

www.linkedin.com/in/darrelldwyer/

portfolio available at www.dwyer2design.com

Senior Graphic Designer | Art Director | Creative Project Manager

- **Highly experienced and skilled at creative design**, with experience in multiple industries
- **Proven leader with ability to manage multiple projects** in a collaborative team environment, delivering high-quality design work without fail
- **Passionate about both print and digital design**, with a keen sensitivity to sound art and design principles

Areas of Expertise:

- Team Leadership
- Creative Design
- Project Management
- Outgoing Communicator
- Multi-Channel Campaigns
- Collaborative Brainstorming
- Motivated Problem Solver
- Print Production
- Deadline Driven
- Marketing Strategy
- Adobe Creative Suite
- Time Management

Professional Experience:

Freelance Designer | Naperville, IL

May 2019 - Present

Serving clients in a variety of on-site and remote design roles. Working to create branding/corporate identity, website designs, print collateral, signage/displays, social media graphics, advertisements and email marketing. Creating projects from concept to completion with dedication to the highest quality outcomes.

Medulla LLC | Oak Brook, IL

July 2009 - May 2019

Director of Creative Services

Lead the charge in a growing health and wellness company to structure the look and feel of all creative, whether digital or in print. Worked in a collaborative in-house agency team environment with writers, website designers, photographers and videographers, to support the company's marketing needs. Managed all aspects of projects including concepts, design, coordinating with vendors, collaborating with staff, sourcing needed materials and working within budget constraints.

- Provided marketing support for the more than 45 clinical locations through the Midwest. Designing all patient care, promotional, signage and decor items.
- Supported event development and sales teams with the design of collateral to enable more than 200 marketing events to run weekly. Including displays, educational aids and workshop presentations.
- Developed corporate materials to aid Medulla's operations, human resources, information technology and executive departments to communicate, train and recruit for the company over all.
- Collaborated with the digital and videography teams to ensure consistency of look across channels, emails, websites, social media and digital signage.
- Responsible for quoting, scheduling and production of printed materials while maintaining quality under operational budget constraints.

Professional Experience: (continued)

Dwyer2 Design | Woodridge, IL

June 2003 - July 2009

Creative Director

Owned and operated design consulting firm serving small to medium sized businesses and organizations. Worked with them to create advertising and marketing materials while creating brand consistency throughout. Coordinate projects from concept to completion by the brokering of printing, mailing and website hosting services, as well as managing subcontractors such as photographers, writers and programmers.

- Created an individualized branded look that was often woven through a variety of pieces for clients: including logos, brochures, email marketing, website designs, direct mail campaigns, displays, catalogs and sales materials.
- Acted as sole sales contact and community relations for Dwyer2 Design. Consulted with clients to develop creative strategy and desired outcomes.
- Facilitated fulfillment of the finished product and maintained all billing and collections for the business.

Software Proficiencies:

- Adobe Photoshop
- Adobe Dreamweaver
- Adobe After Effects
- Microsoft Office
- Adobe Illustrator
- HTML/CSS
- ASANA
- Microsoft Powerpoint
- Adobe InDesign
- WordPress
- Basecamp
- Google Suite

Education:

Kendall College of Art & Design | Grand Rapids, MI
Bachelor of Fine Arts, Visual Communications

Accademia di Belle Arti | Perugia, Italy
Photography and Sculpture

College of DuPage | Glen Ellyn, IL
Designing For The Web

College of DuPage | Glen Ellyn, IL
Advanced Online Publishing

portfolio available at www.dwyer2design.com