

CHRISTEN PETERSEN

Graphic Designer

formerly Christen Huff

Contact



815.790.5497



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www.christenpetersen.com



18 Pasfield Park Pl, Apt A
Springfield, IL 62704

Highly creative, motivated and dedicated Graphic Design professional with considerable experience working in fast-paced, high-volume design and production environments. Dynamic team player with exceptional collaborative and interpersonal skills. Possesses strong organizational and imaginative capabilities with a proven record for quick technical understanding. Excels at conceptualizing and brainstorming. Demonstrates excellent oral and written communication skills. Committed to successfully working within budget requirements and meeting aggressive deadlines while maintaining creative focus and quality standards.

Strengths Include:

Project management, team leadership and collaboration; creative problem solving, art direction.

Mgr. Creative & Graphic Design Svcs

KWIK KOPY BUSINESS PRINTING CRYSTAL LAKE, IL AUGUST 2013–JUNE 2020

- Responsible for meeting daily project goals in deadline intensive environment. Oversee production from initial project planning and conceptualization through project completion
- Graphic design includes business cards, brochures, calendars, copy writing, flyers, invitations, letterhead, postcards, signs, social media. Responsible for design, replication or edit of customer documents prior to print processes, and more
- Production responsibilities include maintaining production flow from graphic/prepress (file conversion, verification and editing), digital image manipulation, print-ready file output using high-speed, sheet fed 4-color and 1-color digital press, color correction and quality control
- New hire training of Management and Production Department employees encompassing equipment orientation, production process, daily project flow, operating platform and software familiarization
- Attained a high degree of job proficiency operating new technologies and machinery without full benefit of comprehensive orientation. Successful efforts earned high praise and pay increase

Freelance Designer

CHRISTEN HUFF/PETERSEN DESIGN McHENRY/SPRINGFIELD, IL JUNE 2008–PRESENT

- Work with B2B and private clients on various design projects, confer with clients and formulate abstract ideas to finished products
- Construct electronic templates for trade magazines serving the medical/hospital industry, converted existing production to full electronic prepress
- Work closely with creative, publishers, editors, and print vendors
 - Successful projects include: advertising concepts and design, banner design, book design and production, brochure design, corporate identities; custom greetings, invitations and announcements; direct mail, logo design, magazines, multimedia projects, newsletter design and production; promotional and training materials, publication template design, sales collateral, icon design, T-shirt design, trade show graphics

Paraprofessional/Classroom Aide Substitute *Harrison School District 36*
(Part-time/freelance), Wonder Lake, IL

- Called upon in place of regular school staff member or classroom aide due to planned or unplanned absence
- On-call duties include support of certified teachers within their classrooms in regard to multiple and or one-on-one and Special Need student assistance and direction

Production Artist/Designer

R.N. JOHNSON CREATIVE MARKETING WOODSTOCK, IL JUNE 2006–JUNE 2008

- Collaborated with agency Creative Director and freelancers on design and production of a variety of projects: websites and web advertising, email newsletters (including template creation), copy writing, brochure design and production and print advertising (newspaper and magazine)
- Performed general office duties, maintained client file organization; handled job tracking and production records

(Continued...)

Education

**ENTREPRENEURSHIP
CERTIFICATE ENTREPRENEUR
CERTIFICATE PROGRAM**
McHenry County College
Crystal Lake, IL 2009

**BA IN VISUAL
COMMUNICATIONS**
Illinois State University,
Normal, IL

software

Mac OS

Windows

Adobe InDesign

QuarkXPress

Adobe Illustrator

Adobe Photoshop

Acrobat Professional

Microsoft Office

MailChimp



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Freelance Designer

CHRISTEN HUFF DESIGN McHENRY, IL MARCH 1998–JUNE 2006

- Provided various design/production projects to non-profit and B2B clients
 - Advertising concepts and design, banners, book design and production, brochures, corporate identity; custom greetings, invitations and announcements; direct mail, logo design, multimedia projects, newsletter design and production; promotional and training materials, sales collateral

Graphic Designer/Art Director

ABOUT LEARNING (Formerly EXCEL, INC.) BARRINGTON, IL AUGUST 1994–APRIL 1998

- Collaborated with directors, marketing, and creative departments to achieve dynamic, functional design for wide range of educational and training products
- Designed a wide variety of publications and promotional materials including direct mail, books by a nationally renowned author and lecturer, multimedia projects, sales collateral, trade show materials, brochures, flyers and postcards
- Assessed creative needs and instrumental in upgrading company's image in the market through creation of new corporate identity
- Established standardized design guidelines throughout company's extensive product line. Results led to positive feedback from customers and recognition for achievements from management
- Managed multiple concurrent production deadlines, participated in formulation of strategic and uniform guidelines to help maximize project flow, simplified archival and logging system of extensive graphic file collection, instrumental in hardware and software purchases and upgrades. Results ensured realistic scheduling, maximized project effectiveness, and balanced work-flow
- Participated in staff recruitment, hiring and training; contributed to project budgeting, planning, and tracking. Results ensured overall high quality of creative projects produced
- Demonstrated a high level of organization and productivity while managing the creative work-flow of the department which produced tens of thousands of pages of training materials and well over 30 promotional campaigns yearly
- Received continual praise for dedication to company objectives, learning, and high quality of work. Successful efforts led to increased responsibilities, promotions and pay raises

Production assistant/Layout artist

S-N PUBLICATIONS, INC. EAST DUNDEE, IL MAY 1989–AUGUST 1994

- Collaborated with Production Director in daily department organization and operation, worked closely with editors, publishers, staff members, and vendors which allowed for effective production flow on numerous concurrent publications
- Instrumental in conversion of two market-leading medical trade publications from "paste-up" layout and production to complete prepress fabrication on Macintosh platform, successfully managed and completed complex project involving self-training of new software program during publication conversion
- Researched and recommended software and hardware purchases, managed software installations, administered technical support, headed employee computer training and evaluation within the department; conducted extensive software training, developed and maintained production department computer network. Results improved productivity and improved job retention and satisfaction
- Accomplished successful design and redesign of publications encompassing project coordination, evaluation and presentation, from concept through completion
- Production Manager responsibilities on specialty publications while simultaneously adhering to established production schedules of monthly and bimonthly periodicals. Awarded responsibility of design and production of biweekly newsletter
- Contributed to smooth transfer of files and production of publications during transition of company ownership to a multinational publisher