

## LOU MEDEL JR.

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### EXPERIENCE

#### ***Freelance // Chicago, IL // Designer, 03.12 – Present***

Clients: Romane Fragrances, Spudnik Press and Hyde Park Art Center

#### ***Romane Fragrances // Elmhurst, IL // Designer, 01.10 – 02.12***

Followed projects through all phases of development, from initial concept to finished product. Responsible for designing bottle embellishments, packaging/package graphics, logos, trade show collateral and advertising. Other responsibilities include directing photo shoots, attending press approvals and sourcing projects with domestic and international vendors.

#### ***Freelance // Chicago, IL // Designer, 07.09 – 12.09***

Clients: School of the Art Institute of Chicago (SAIC), MAB Advertising Inc., RIPT Apparel, Loop Apparel, The Cambridge Don and Marketing Dynamic Inc.

Of special note, was a month long assignment for the Publications Department of the School of the Art Institute of Chicago. Responsible for designing various time sensitive print and web projects for the internal departments of the SAIC. Other tasks included directing photo shoots and sourcing projects with local vendors.

Additionally, in collaboration with RIPT and Loop Apparel, three t-shirt designs were created that were featured items available for sale on RIPT Apparel's website. The inspiration behind one design was to help the victims of the Haiti earthquake by donating all proceeds from t-shirt sales.

#### ***Marketing Dynamics Inc. // Elgin, IL // Designer, 02.07 – 10.09***

Participated as part of a creative team that develops marketing campaigns. Projects included designing ads, brochures, postcards and websites. Website design required me to work directly with a web developer while handling changes from our clients. Clients included Comcast, Showtime, Bright House Networks and Cox Communications. Other duties consisted of proofreading, filing projects, preparing client invoices and managing client correspondence.

### TECHNICAL EXPERIENCE

#### ***Digital Skills***

Adobe InDesign, Illustrator, Photoshop, ImageReady, QuarkXPress, Microsoft Office and basic knowledge of Flash and Dreamweaver

#### ***Analog Skills***

Silkscreening, Pattern/type illustration, Relief printing, Intaglio

### EDUCATION

#### ***Northern Illinois University // Dekalb, IL // 08.03 – 12.06***

B.F.A. Visual Communication

#### ***M. V. Community College // Palos Hills, IL // 08.01 – 05.03***

#### ***Languages***

English, Spanish

### ACTIVITIES

#### ***AIGA Chicago Member Mixers // 01.12 – Present***

Event Chair

#### ***Hyde Park Art Center // 01.12 – Present***

Assistant teacher for Perspectives Charter Schools & Art Shop Programs

#### ***Screwball & Spudnik Press // 02.11 – Present***

Active member of two Chicago Silkscreening Co-Ops

#### ***AIGA Chicago Chapter // 06.10 – Present***

Active member

### ACHIEVEMENTS

#### ***Spudnik Bulletin Newsletter // 04.12***

Featured member and designer of the first ever Spudnik Bulletin Newsletter

#### ***The Say Something Poster Project // 01.12***

Poster design was selected to the Top 25 of a nationwide poster competition

#### ***Book By Its Cover // 05.11***

Sketchbook was featured as part of Julia Rothman's Sketchbook Series

#### ***Coroflot's Featured Members Gallery // 11.10***

Selected to Coroflot's Featured Member's Gallery for my hand drawn typeface MESH

#### ***Pandora Poster Contest // 10.09***

Recipient of the Editor's Choice Award

#### ***Personal Interests***

Collaging, illustration, patterns, Wes Anderson films and Chuck Taylor All Stars