

Nicole *Crudo*

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University of Illinois — Urbana

B.F.A. in Graphic Design
May 1999

VSA Partners, Inc. — Chicago

www.vsapartners.com

Account Manager

January 2008 — Present

After almost ten years of hands-on design experience, I chose to switch to an account management role. This has allowed me to gain additional concentrated experience in areas that I would have otherwise only been minimally exposed to. I currently handle day-to-day client contact, budget setting, budget maintaining, billing, project & resource management and proposal creation. I also research, secure estimates and initiate negotiations for freelancers, photographers, printers and vendors. Clients have included: Avery Dennison, IBM, Sappi Paper, Tishman Speyer, Harley-Davidson, Epic Burger, McDonald's and others.

Chicago White Sox

www.whitesox.com

Manager, Design Services

July 2002 — January 2008

I began my career with the White Sox as a mid-level graphic designer. While there, I handled print design ranging from pocket schedules and brochures to four 170+ page game programs per year, event design and promotional items. I, along with my team, worked with the advertising agency of record to implement the campaign for the season into the materials that were created in-house. We supported the design needs of all departments within the organization.

After only three seasons, I received a promotion to Manager of the department. In addition to continuing to handle day-to-day design needs, my responsibilities expanded to include: spearheading an expansion and reorganization of the design department, managing a team of three designers and creating and adhering to project budgets. All while fostering open communication to ensure that each deliverable was completed on time, on budget and was the highest creative quality possible. The key was consulting with the various departments to determine ways to pro actively inject good, solid design and branding into their collateral and in-park needs.

Magnani Continuum Marketing — Chicago

www.magnani.com

Graphic Designer

June 2000 — January 2002

While at Magnani, my role was that of junior designer and member of the creative team that developed marketing solutions by utilizing different media for various clients. I met with clients and account executives to determine the most effective ways to execute their design and marketing needs. Also as a member of the new business strategy team, helped promote our presence as an elite marketing agency. Near the end of my time there, I also took on an integral role in helping to expand the agency's interactive capabilities to match the level of it's more traditional mediums at a time when interactive was relatively new territory for many in the marketing/advertising world.

Arthur Andersen — St. Charles

www.arthurandersen.com

Graphic Designer

June 1999 — June 2000

During my time at Arthur Andersen, I was a member of the Learning Technologies design team that developed solutions for print, packaging, and interactive marketing and training materials. I handled project management, fostered internal client relationships, and integrated leadership responsibilities on a daily basis.

Arthur Andersen — St. Charles

www.arthurandersen.com

Graphic Design Intern

June 1999 — June 2000

As an intern in the Learning Technologies design team, I assisted in developing visual communication solutions for print brochures, inserts, packaging, and interactive marketing and training materials.

Technical Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Acrobat

QuarkXPress

Microsoft Office