

Linda Romanow

Graphic, Email & Web Designer

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Summary & Skills:

Graphic designer with multi-channel campaign experience in media including: web, email, direct mail, catalog and affiliate ads. Extensive experience with Adobe Creative Suite, HTML, XHTML, and CSS with growing skills in HTML5 and SEO standards.

Design EXPERIENCE

Quill.com, Lincolnshire, IL

(9/08-Current) **Associate Interactive Designer**, web & email

- Design and develop simple, strong and effective multi-channel promotional campaigns for product categories such as Ink & Toner, Technology, Cleaning & Breakroom and Fun Office Supplies featuring the following vendors: Apple, Cynthia Rowley, Poppin, P&G, Kimberly Clark, Kueirg, SilverStone, Mrs. Fields, The Popcorn Factory, and more, to boost customer growth and sales.
- Concept, develop and test various email types such as CMS, Trigger and Dash. Played an instrumental role in cost-savings initiative to roll out emails featuring dynamic coupon codes.
- Brainstorm within a highly creative team including marketers, writers, photographers, developers and creative leads to produce competitive marketing campaigns, simplify communication to customers and grow brand awareness. Present multiple campaign concepts to creative managers and to the business.
- Direct photography and stylize product sets. Work with in-house photographers and vendor photographers to create contemporary, impactful, imagery to connect with customers.
- Build multiple versions of web ads, landing pages and emails using merchandising's pricing strategy to attract new and target specific customer profiles.
- Work with developer to streamline site code and functionality.
- Train multiple new hires on all in-house systems.
- Developed and documented procedures and led testing for DASH/OTM system, a real-time customer email communication tool, assisting a 50+ person sales force.
- Played an instrumental role in transitioning low level web ads/pages to the in-house production team and the off-shore agency, Craft. Transition included: training local print designers in web techniques including HTML and Photoshop, serving as a main point-of-contact for both teams, fielding questions, troubleshooting, hosting multiple high-level training sessions for Craft's management, developing streamlined templates, and crafting simple instructions for both teams.

Quill.com, Lincolnshire, IL

(2/04-9/08) **Senior Production Designer**, catalog

- Assumed team leadership roles including training, page assigning and team coaching. Assisted supervisor in streamlining production processes to improve workflow.
- Approved and created department styleguides to ensure that all media meets branding and printer specifications.
- Developed new layouts for Paper, Quill.com's top-selling product line and streamlined existing layouts for the Writing Instruments category while meeting target deadlines.
- Designed and managed multiple catalogs for both Quill.com & Medical Arts Press brands including an 84+ page monthly flyer.
- Created new designs for DVD premiums including the Harry Potter series, Narnia and Shrek.
- Designed and reformatted top selling print products including calendars and postcards. Supported creative team with a variety of projects including web ads, emails and postcards mailers.
- Hired as a Media Coordinator, promoted to Catalog Production Designer, and then promoted to Senior Catalog Production Designer.

AVG Automation, Carol Stream, IL

(7/02-7/03) **Marketing/Graphic Design Assistant**

- Designed sell sheets, illustrations, color corrections, presentations and photography.
- Created a 32 page informational catalog.

Other PROJECTS

(11/15) **Evenskies.com**: Web, CD, logo and photography design including conception and maintenance.

(1/14) **Images by DavidKay, Ltd.**: Web and logo design including conception and maintenance.

Education & CERTS

(6/10) **Diploma in Web Development**,
The Art Institute of Pittsburgh, Online

(11/05) **Certificate in Graphic Design**,
The Illinois Institute of Art-Schaumburg

(6/04) **Certificate in Photography**,
New York Institute of Photography, Home Study

(5/02) **BA in Corporate Communication**,
Northern Illinois University, DeKalb, IL

(5/00 & 7/01) **AA & AFA-Art**,
William Rainey Harper College, Palatine, IL