

PAUL ABEL | SENIOR GRAPHIC DESIGNER

Collaborative, detail-focused professional with proven results leveraging communication and interpersonal strengths to lead design team to meet project deadlines and exceed expectations.

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Expertise includes: Art Direction and Layout | Project Budgeting, Timelines, and Execution | Brand Development and Marketing | Team Leadership | Mentoring and Coaching | Comprehensive Vendor Management | Promotional Conceptualization

Skills-Competencies:

Adobe Creative Suite | Print and Digital | Microsoft Office | Mac and PC
Software proficiency includes InDesign, Photoshop, Illustrator, Acrobat, XD, Figma, Canva, WordPress, HTML/CSS (basic)

Graphic Design Experience

VNA HEALTH CARE, Aurora, IL

2022 – Present

Graphic Design & Communications Associate

Designs and updates visual communication materials and artwork for the humanitarian, not-for-profit organization dedicated to providing compassionate, dependable and comprehensive primary care and community health services.

- Duties include the building of creative materials that promote the brand integrity of VNA Health Care with mission focused visuals.
- Deliverables include digital and print collateral including advertisements, social media artwork, signage, brochures and educational materials for internal and external use that visually represent VNA Health Care.
- Contributes on-site communication and organization of graphic materials to align with the VNA Health Care brand integrity through digital asset and signage audits.
- Utilizes a strong organizational skill set to maintain a digital asset management system including tagging of digital assets, routine audit of materials, and archiving.
- Strong proficiency with providing feedback to ensure the development and production of high-quality communications pieces.

PAUL ABEL DESIGN, Glen Ellyn, IL

2020 – 2022

Senior Graphic Designer

Combine on-site and off-site print design, and digital asset creative to deliver detail-conscientious, cost-effective graphics with creative priority. Project deliverables include brand identity, brochures, digital assets for web and social channels, package design, trade show collateral, RFP presentation design, manufacturing training manuals, and editorial design. Client list available upon request.

- 2020 clients included: DuPage Foundation, RAS Marketing, and Advancing Knowledge in Healthcare (AKH Inc.).
- 2021 clients included: New Lenox Fire District, Business Office Systems Inc., and American Cargo Transportation Service.
- 2022 clients included: S&C Electric Company.

NAVISTAR, INC., Woodridge, IL

2010 – 2020

Senior Graphic Designer | Corporate Customer Service Organization / Aftersales Group

Guided, scheduled, and directed 4-member design team for leading global commercial truck, bus, defense vehicle, and engine manufacturer. Aligned internal and external stakeholders at project kick-off meetings by leading the coordination of content delivery and creative design execution for digital and print.

- Upheld graphic quality standards throughout completion of 40–45+ annual projects, including sales rep product launch sheets, customer dealership brochures, training center material, and high-profile corporate / marketing collateral.
- Reduced production cost \$15K, using design and image-editing capabilities to develop online education materials and leader guides for internal training team.
- Built in-house approval form in collaboration with graphics team, improving project workflow.
- Increased team's productivity 20% by mentoring and coaching 6 newly hired graphics professionals.
- Saved \$30K annually by coordinating print fulfillment for special events, trade shows, and product support center collateral as in-house print production coordinator and functioning as in-house resource for marketing deliverables.
- Decreased costs \$15K for cross-functional teams while upholding brand standards as a corporate graphics resource, including designing annual reports, event and promotional materials, and corporate in-house messaging to employees.
- Established standard operating procedure (SOP) documentation for team processes to maintain uniformity in graphic team performance, reducing miscommunication and ensuring compliance with company regulations.
- Promoted corporate brand identity by designing 50+ rodeo pieces, including gala event dinner and awards night program book, table toppers, menus, winner's posters, online web advertisements, and event signage.

SCHAWK RETAIL MARKETING, Chicago, IL

2008 – 2010

Production Artist

Designed layouts and circular advertisements for single-person platemaking business corporation that expanded to operate across 5 continents as brand partners to major global companies / iconic brands. Generated PDFs, uploaded material for client evaluation, and uploaded approved file to printer via Crosscap and Aprimo transfer protocols.

- Produced layout design for 3 circular advertisements developed over 3-week period, managing 36+ pages in various production stages continuously.
- Teamed with production artists, editors, copywriters, account executives, art directors, and creative directors to deliver under tight deadlines.
- Used InDesign, QuarkXpress, raster, and vector-based Adobe software for weekly presentations to creative directors, art directors, and account executives.
- Developed circular advertisements for \$15B national department retail store, ensuring consistent on-time, on-budget delivery to 20+ markets nationwide.
- Gained 10K page views per circular advertisement online design deliverables.

Additional Experience

QUARASAN, Chicago, IL | Graphic Designer

Utilized market research and defined learning objectives to create page layout design and build publication templates. Production required strong attention to detail to integrating marketing and learning objectives into technical production, and provision of skilled typography.

NORTON AGENCY, Chicago, IL | Graphic Designer

Designed marketing materials for internationally distributed package line, including magazine advertising, and trade show collateral.

CHICAGO SHAKESPEARE THEATER, Chicago, IL | Graphic Designer

Created direct mail, weekly print ads, theater's program magazine, and corporate partnership collateral to promote theater productions and ticket services. As a single-person in-house designer, creative was built across multiple media channels to ensure focused organizational messaging. Project management for multiple stakeholders including division directors, the development team, and the marketing manager.

DORN, Geneva, IL | Graphic Designer

Delivered cost-effective marketing solutions for business-to-business and business-to-consumer clients.

CHICAGO SPORT AND SOCIAL, Chicago, IL | Graphic Designer

Promoted products through special event and corporate partnerships aligned with in-house marketing department objectives.

SPIEGEL OUTLET RETAIL MARKETING, Downers Grove, IL | Graphic Designer

Completed layout design for fashion and home furnishing products catalog and national advertisements.

Education and Certifications

Bachelor of Arts (BA), Graphic Design, Loyola University Chicago, Chicago, IL

User Experience Design Certification, General Assembly, Atlanta, GA

Web Design Certification, The Illinois Institute of Art, Chicago, IL

Graphic Arts Prepress Certification, The International Academy of Design and Technology, Chicago, IL

Desktop Publishing Certification, College of DuPage, Glen Ellyn, IL

Six Sigma White Belt and Lean Certifications, Navistar University, Lisle, IL