



Cali Fagan :: Creative Professional

Proficiencies

InDesign CS5
Illustrator CS5
Photoshop CS5
Dreamweaver CS5
Acrobat X Pro
Microsoft Office
HTML
CSS
[on Mac and PC platforms]

Specialties

Art Direction
Creative Management
Photo Shoot Styling
Page Layout
Catalog Production
Book Design
Branding/Identity
Packaging
Photography
Typography
Typesetting
Color Theory
HTML Emails
Front-End Graphics
Copy Writing

Education

Illinois State University :: 2004
Graphic Design

Experience

Graphic Designer

October 2011 to Present

Valspar Corporation :: Chicago, IL

- Designing POP displays and merchandising aids for North American Lowe's stores

Creative Manager

November 2009 to October 2011

Scrip Companies :: Bolingbrook, IL

- Managing a team of creative staff and overseeing both print and web media
- Implementing branding guidelines for 6 subsidiary divisions
- Maintaining brand identities and re-branding efforts for 6 proprietary brands
- Developing concepts for deliverables such as catalogs, advertisements, direct mail, trade show signage and web banners
- Creating and coding HTML emails
- Working with commercial photographers, providing art direction and set styling for large scale photo shoots
- Maintaining departmental multimedia processing standards and copy editing guidelines

Freelance Graphic Designer

June 2010 to December 2010

Kehoe Designs :: Chicago, IL

- Designed event and environmental graphics

Senior Graphic Designer

May 2009 to November 2009

Professional Medical, Inc :: New Lenox, IL

- Created various print and web marketing collateral for medical supplier

Senior Graphic Designer

March 2005 to March 2009

Holliday Fenoglio Fowler :: Chicago, IL

- Created offering memorandums, flyers and other deliverables for real estate investment sales firm

Contractor

June 2004 to November 2004

Leo Burnett :: Chicago, IL

- Assisted Account Executives for clients such as Kellogg's, P&G and Hallmark