



JOHN ELLICH

GRAPHIC DESIGNER

CONTACT

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Rosemount, MN

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EDUCATION

University of Minnesota –
Duluth
Bachelor of Fine Arts –
Graphic Design

University of Minnesota
UX/UI Bootcamp
(Expected June 2024)

TECH SKILLS

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- CSS
- Dropbox
- Figma
- Google Slides
- HTML
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- SharePoint

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with a proven track record of delivering high-quality design solutions for a diverse range of clients and projects. With over a decade of experience in graphic design, I have demonstrated expertise in creating educational products, marketing materials, and presentations that meet and exceed client expectations.

PROFESSIONAL EXPERIENCE

Houghton Mifflin Harcourt | Remote
Graphic Artist, January 2023 – July 2023 *(Position Eliminated)*

- Developed and managed comprehensive style guides for multiple state-level clients across diverse educational subject areas, ensuring consistency and adherence to project guidelines.
- Conducted thorough research and streamlined processes, both new and existing, to enhance efficiency. Collaborated with external art creation vendors, print vendors, and IT departments to optimize workflows and achieve favorable print solutions.
- Demonstrated versatile design capabilities by creating artwork, diagrams, item templates, and layouts for manuals, developing Section 508 compliant materials, and collaborated on user interfaces for standardized tests.

Williams Lea Tag – Piper Sandler | Minneapolis, MN
Workflow Coordinator, August 2019 – January 2023

- Prioritized work requests across team and coordinated/balanced multiple projects based on experience while following established guidelines.
- Applied own creativity, grammatical and/or composition skills to design and layout elements in presentations or materials to effectively support the client's intended message.
- Acted as a leading definitive resource for all questions relating to presentations, proofreading and quality assurance by the team.

Questar Assessment Inc. | Apple Valley, MN
Graphic Artist, September 2016 – August 2019

- Specialized in page and item layouts according to specified design requirements, prepared templates consistent with project style guide. Created Section 508 accessible materials, adhering to 508 standards and guidelines.
- Prioritized project workflow efficiently, delivered work on schedule based on internal project schedules. Reviewed and maintained Materials Production Spreadsheets, Executive Milestone Schedules, and department-level schedules. Ensured the integrity and organization of digital assets in accordance with department guidelines and standards.
- Provided art direction and effectively managed vendors in the creation of forms and illustration files, ensuring alignment with project objectives and design specifications.

Wells Fargo | Minneapolis, MN

Contract Graphic Designer, July 2015 – September 2016

- Responsible for design and execution of marketing materials and cross-sell initiatives.
- Provided effective consultation to determine needs, set creative objectives/expectations, refine marketing strategy, developed and communicated timelines.
- Collaborated with copywriters and developed creative elements. Translated and conceptualized needs of the customer.

RBC Wealth Management | Minneapolis, MN

Freelance Graphic Designer, May 2012 – September 2016

- Designed various types of marketing material including ads, postcards, flyers, forms and brochures.
- Prioritized jobs so they are completed in a timely fashion with a design that effectively communicated to the target audience while still following brand standards.
- Communicated and collaborated with other designers and marketing team members to develop an appropriate design for the client's needs.

Cross Media, LLC | Roseville, MN

Lead Graphic Designer, September 2006 – July 2011

- Designed products (e.g. Postcards, Brochures, Business Cards, Flyers, Posters) based on the client's requirements.
- Prioritized client's work orders to meet deadlines.
- Delivered one-on-one client consulting when required.