

EXECUTIVE SUMMARY

Creative, forward-focused, seasoned designer with an eye for detail and a passion for producing excellent results. Respected, relationship-driven, highly communicative professional with experience in agency, freelance, and corporate department teams. Regarded for positive, collaborative partnerships, with an inner drive to inspire. **Noted Skills:** Clean and clear design; responsive web solutions based on researched usability, ADA compliance, proven organization of complexities, and best practices in user-driven requirements.

Software Development: Quality Assurance Testing – UI/UX Design – Marketing Design

[Nov. 2012 – Present] Follett School Solutions, Inc. – McHenry, IL

Quality Assurance Tester for Follett eFairs and Follet Destiny, UI/UX designer and supporter of multiple software solutions provided for the \$2.7 Billion K-12 educational content provider. Assists Marketing Team with creative deliverables for various marketing design efforts and campaigns.

Key Achievements:

- Follett Book eFairs UI/UX and QA Testing (\$2 Million commerce portal for virtual bookfairs)
- Follett Destiny (library resource management software) UI redesign and QA Testing
- Follett Shelf (eBooks portal and eReader) design and HTML/CSS code delivery
- Follett Titlewave (commerce portal for educators and media staff) graphic asset support
- Follett Marketing (social media, landing page graphics, email campaigns, banner ads)
- Agile JBoss development team environment with Kanban project management organization

Senior Freelance Designer [Oct. 2010 – Apr. 2011 | Jan. 2012 – Nov. 2012]

JA Design – Gilberts, IL

Created solutions in both web and print media for a variety of clients and businesses. Managed projects within budgets and time expectations. **Variety of design solutions; including:** web design, animation, conceptual mock ups, printed brochures, emails, landing pages, banner ads, and more.

Clients include: American Hotel Register, Beauty Moves, Chicago Cupboards, Class on Demand, Discover Card, DollyBrook Resort, Follett Software, GE Capital, Howard Sportswear, Inland Real Estate, McGraw-Hill, Northern Trust, Orbitz Worldwide, Senior Smile Care (Hygia Care), Sigma Chi Fraternity (Purdue University)

Direct Marketing Strategist [Apr. 2011 – Dec. 2011]

Zoro Tools, Inc. (Subsidiary of W.W. Grainger) – Mundelein, IL

Designed and developed email campaigns, based on customer purchasing trends, from the ground up, securing revenues over \$270K within 8 months. Promoted social media activity securing over \$60K of revenue in the same time period. Organically grew in-house email list by 3,000+ unique new contacts via the web site. Worked with third party vendors on deliverables as: print inserts, web initiatives, and social media efforts. Experience with: Adobe Creative Suite, Netsuite, Google Analytics, CRM, CMS.

Internet Design Manager [Apr. 2005 – Oct. 2010]

CCH, Inc. (Wolters Kluwer Tax & Accounting) – Riverwoods, IL

Led design for all e-marketing promotions. Supervised junior designers and content coordinators, maintained a collaborative learning environment. Produced and updated company web style guide. Refined social media user experience for community and affiliate sites. Worked as cross-promotional team lead and fostered cross-channel quality with consistency. Oversaw content updates and full-site redesigns. Ensured SEO and SEM standards. Managed design process – leading team of junior designers in all aspects of design deliverables: Planning, design, and implementation. Collaborated with in-house print production team members and managers.

Key Achievements:

- Designed user conference sites with revenues exceeding \$5 million each year
- Instituted best practice guidelines for email marketing programs; produced +\$2 million in sales
- Propelled web metrics by +30% through email code production and CSS improvements
- Built reputation as problem solver and ‘go to’ resource following excellence in web development, marketing design, asset optimization, and cost mitigation



J. Archambeau

SR. DIGITAL DESIGNER

Online Portfolio

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At-a-Glance

- Innovative and experienced designer
- Expertly turns client visions into creative
- Builds brands and connects customers
- Allocates resources across multiple teams
- Manages multiple projects and deadlines
- Understands business objectives
- Seeks and instills consistent collaboration
- Relationship driven
- Humble approach with all ideas
- Skilled with organizing
- Accomplished communicator
- Reputation for an infectious passion for delivering excellence
- A sought talent for business solutions
- Dedicated far beyond common and conventional expectations

Technical Skills

ADA Compliance, Usability Design Practices, Social Media Marketing, Material Design, Adobe Creative Cloud [Acrobat, Dreamweaver, Photoshop, Illustrator, InDesign]; HTML 5, CSS 3, Hi and Low-Res Mockups, A/B Testing, VersionOne, Jira, Google Analytics, Microsoft Office; Mac & PC OS; JavaScript

Senior Interactive Designer [Mar. 2001 – Apr. 2005]

Quill Corporation (Subsidiary of Staples, Inc.) – Lincolnshire, IL

Provided web usability guidelines, ensuring quality user experience. Designed revenue-generating landing pages and weekly direct e-mail campaigns; resulting in +\$1.5 Million of new sales. Produced and managed web advertisements. Conducted customer usability studies on and off-site. Used findings to implement superior designs. Experience with Adobe Creative Suite, Windows XP, Responsys, Interwoven, Microsoft Access, and Microsoft AdServer.

Key Achievements:

- Increased conversion rates by nearly 20% within 1 year by streamlining advertisement hierarchies and monthly promotion scheduling
- Formulated and integrated best practices, improving open rates by +25% and conversion rates by +30% within the first year of implementation
- Accomplished all assignments ahead of schedule and within budget

Media Designer [Oct. 1999 – Mar. 2001]

MyPoints, Inc. – Schaumburg, IL

Coordinated with product team to create stellar response rates, resulting in site becoming most popular shopping site of 1999. Created and coded standard email templates for a variety of campaigns. Directed design in over 500 original email campaigns. Cultivated expertise in content management, scheduling, project coordination, and raw HTML code within Adobe Dreamweaver. Instructed and knowledge shared with peers.

Other Experience [2008]

Wheaton College | Adjunct Professor – Wheaton, IL

Wrote original syllabi, curriculum and class projects. Taught 200-level courses in graphic design and creative exploration. Arranged for guest speakers, presentations, and class outings. Effectively managed class time and office hours to provide quality learning environment for students. Supported and mentored students to attain principles of design understanding, color theory, creative exploration, and life learning.

Additional Experience

Contract Graphic Designer for Rockwell Electronic Commerce, Wood Dale, IL [1998]

Graphic Designer for Rust-Oleum Corporation, Vernon Hills, IL [1997]

Art Director & Web Master for PharmaNutrients, Inc., Lake Bluff, IL [1996]

Art Director for Caron International, DeKalb, IL [1995]

Awards & Affiliations

Telly Award (Tonalin sales video, PharmaNutrients, Inc.) - iMerchant Award (Quill.com) - Compassion Award (MyPoints) - Lean 6 Sigma - Pacesetter Award (CCH) - American Institute of Graphic Artists (AIGA) - American Center for Design (ACD) - American Marketing Association (AMA) - Young Adult Program Facilitator - Community Board Member - Iowa State University Design & Honors - Trained Volunteer Crisis Counselor - Purdue University Mentor - Follett Mentorship Program Mentee - Silo Buster Recognition (Follett School Solutions)



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Expertise

- HTML 5 / CSS 3
- Usability Pattern Flows
- Mobile First Solutions
- Creative Direction
- Web Design Concepting
- Icon Development
- ADA Compliance
- Corporate Design
- Brand Identity Standards
- Typography / Logotype
- Design Presentations
- Project Management
- 4/C Pre-Press Set Up

Education

BFA: Graphic Design
Minor: English
Iowa State University

CPE:

Purdue University Global
William R. Harper College
College of DuPage