



# BETH CALLAHAN

print & web designer

---

565 saratoga drive  
elburn, il 60119

elizparr@yahoo.com

630.204.3374

callahancreative.com

## WORK EXPERIENCE

behindthechair.com, April 2008 – present  
Senior Designer/Manager, January 2012 – present  
Senior Designer, January 2010 – January 2012  
Junior Designer, April 2008 – January 2010

### MANAGEMENT

- Reports directly to CEO to initiate and manage all company design projects.
- Delegates work flow and provides art direction, troubleshooting solutions and guidance to design team of three.
- Increases company revenue opportunities by conceptualizing/designing new products and the promotional campaigns to market them.
- Actively reviews analytic data and guides the adjustments of creative accordingly.
- Oversees annual reviews for design team.
- Represents the company at national trade shows and events.

### PRINT

- Executes numerous design projects including magazine and catalog layout, ads, mailers, postcards, brochures, invitations, book covers, logo development and branding, POP displays, and large scale print, foam core and vinyl banners.
- Concepts and develops company-branded merchandise including clothing, phone cases, drinkware, buttons and key chains.
- Experience with book design including perfect, twin loop and coil binding.
- Responsible for my own production work including photo retouching, copy editing and pre-press preparation.
- Works directly with printers to prepare and upload files for print.

### WEB

- Designs email blasts, marketing campaigns, microsites and social media graphics.
- Implements updates to the live site using FTP programs.
- Cooperatively works with the programmer to update behindthechair.com's colors, fonts and usability.
- Experience with CSS, HTML and flash.

### MOTION GRAPHICS

- Creates a series of video components that serves as the foundation for an annual, 2+ hour live awards show.
- Develops intro clips for live shows using After Effects and iMovie.

### MARKETING

- Led the restructure of behindthechair.com to support standard-size banners.
- Utilizes 24/7 ad serving system to upload, review and analyze online banners.
- Designs with sensitivity towards the company's e-commerce goals.
- Manages online advertising campaigns for 60+ clients including industry leaders like Procter & Gamble and L'Oréal.

### Freelance Graphic Designer

Immediate MD, February 2013 – present

- Develops branding and leads design and marketing for print collateral.
- Designs business cards.

### Freelance Graphic Designer

Kay Hatcher, Illinois House of Representatives, 50th District, 2007 – 2009

- Led design for Kay Hatcher's successful campaign which included the concept and design of print mailers, invitations, yard signs and large banners.

## PROGRAM KNOWLEDGE

Adobe CS6 Premiere Suite – InDesign, Photoshop, Illustrator, DreamWeaver, Flash, After Effects; iMovie; Fetch; File Zilla

## EDUCATION

Northern Illinois University. Bachelor of Fine Arts in Visual Communications, Spring 2007  
Study Abroad in Design, Academy of Fine Arts in Katowice, Poland, 2006