



# Jackie Miller

jackie@idawho.com :: Somerville, Massachusetts :: 617.680.7262 :: [linkedin.com / in / jackie-miller-idawho](https://www.linkedin.com/in/jackie-miller-idawho)

check out my portfolio @ [idawho.com](http://idawho.com)

Creatively driven graphic designer with a strong passion for visual design and industry experience in retail, publication, design and architectural fields on a global stage. An independent self-starter with proven success in a collaborative environment with a diverse team spanning many disciplines. Consistently delivers engaging solutions through innovative thinking, often times extending beyond graphic design, but always with a customer focus.

- Branding & Identity
- Exhibitions & Tradeshows
- Wayfinding systems
- Newsletters & Publications
- Event planning & design
- Menu design
- Package design
- Advertising design
- Marketing collateral
- Invitation design
- Presentations
- Promotional materials
- Vinyl production
- Large scale installations
- Photo shoots
- Project/photo archives

## IKEA Stoughton :: Graphic Communication Specialist [ 2007 - 2017 ]

- Lead designer / Project manager for the communication package for the new Co-worker Orientation program rolled out to all 44 locations in the US. The package includes all presentations, participant workbooks and pocket reference guide, facilitator's guides and editable templates used in the 2 day program to on-board 1000s of newly hired co-workers per year in a consistent manner across the country. Facilitated Com&In department's presentation in the program in Stoughton.
- Key contributing member of the planning group to prepare for peak summer months that count for over 40% of annual sales at IKEA Stoughton. Created innovative solutions to improve the shopping experience, drive more visitation and increase the average sales ticket during the busiest season, including all communication needs in and around the +400,000 sf store.
- Served as the local IKEA brand ambassador through presenting several workshops on brand guidelines and IKEA messaging to the co-worker population, including overseeing all communication created at the local store level as well as mentoring co-workers in every department on brand and communication standards.
- Managed department workflow and project timelines to increase efficiencies. Developed several procedures to increase department efficiency by up to 50% while working on technical projects requiring high-volume production on a very tight timeline, due to the fast-paced nature of the retail industry.

## IKEA Stoughton :: Graphic Co-worker [ 2005 - 2007 ]

- Introduced the IKEA brand to thousands of potential consumers through the build-up and opening of two completed stores in new markets in the United States, including the training and mentoring of newly hired Graphic co-workers.
- Collaborated with the entire US Communication & Interior Design team on special projects such as the development, implementation and evaluation of several major communication packages including the SULTAN mattress studio as well as the remodel of the Swedish Food Market in Stoughton which were both then implemented by the global organization in stores worldwide.
- Established a large-scale super graphic installation process using only in-house resources instead of outside installers. This initiative resulted in major cost savings ranging from \$600 to \$1500 per each new communication package released for the US market with an average of 8-10 packages produced annually.

## Steffian Bradley Architects (SBA), Boston :: Graphic Designer, Marketing [ 2001-2004 ]

- Lead designer on the complete rebranding of SBA's subsidiary company, Sterling Planning Alliance, including logomark, branding, templates, presentations and all promotional materials.
- Collaborated on the complete redesign of all marketing collateral including brochures, qualification packages, proposals and presentations for SBA. Developed centralized digital library system that included all possible components of marketing collateral, such as photography, résumés and project sheets used in all marketing materials including award submissions.
- Established a comprehensive Style Guide/User's Manual for the collateral library system and facilitated training sessions for the rest of the department, resulting in ~80% increased efficiency in the submission process while ensuring an impeccable level of brand integrity for all marketing material created by Junior Designers, Marketing Coordinators and Interns.
- Received the American Graphic Design award for SBA's holiday card from Graphic Design: USA magazine.

## IDAWHO? :: Freelance Designer and Product Developer [ 1999 - present ]

- Develop and implement branding of a new restaurant, including logomarks, menus, interior/exterior signage and swag.
- Prototype and produce handmade goods to sell both online and in stores. Participate in juried annual holiday craft shows including Craftland and Snow Mall. Designed a rolling jewelry bag that was featured in "Blissful Giving, Treasures to Cherish" in Victoria Return to Bliss magazine.
- Develop personal brand and manage website and blog content at [www.idawho.com](http://www.idawho.com).

## Education

- University of Dayton: Cum Laude with a Bachelor of Fine Arts, Visual Communication Design.

## Applications

- Macintosh
- PC / Windows
- Adobe Creative Suite
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe PageMaker
- Adobe Acrobat
- QuarkXpress
- Macromedia Freehand
- Wordpress
- Microsoft Office
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint