



**Jackie Miller** :: Graphic Designer

check out my portfolio @ idawho.com

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Passionate and creatively driven graphic designer with extensive professional experience across diverse sectors including retail, publication, design, finance, and architecture, on a global scale. A self-motivated, problem solver with keen attention to detail, I excel in meeting deadlines in fast-paced, collaborative environments, working with a diverse team at all organizational levels. My approach goes beyond design execution, integrating innovative strategies to deliver smart and inspiring communication solutions. I prioritize client engagement and customer experience to insure impactful results.

**Skills**

- Identity / logo / branding packages
- Environmental design
- Exhibition graphics
- Wayfinding systems / wall labels
- Retail signage
- Large format production / installation
- Vinyl production
- Fundraising / event design
- Invitation design
- Advertising / marketing materials
- Promotional design
- Publications / newsletter design
- Internal communications
- Template development
- Printed / digital format presentations
- Information graphic development
- Photoshoots / staging
- Digital design / CMS
- Project management
- Asset / file organization

**Applications**

- Macintosh / PC
- Adobe Creative Suite
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat Pro
- Microsoft Office Suite
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Wordpress / CMS
- Seismic enablement software
- Project management software platforms

**Education**

- University of Dayton Dayton, OH
- Bachelor's Degree of Fine Arts, in Visual Communication Design
- Graduated Cum Laude

**Franklin Templeton, Boston, MA :: Presentation Specialist | Contract, Marketing [ 2019 – Present ]**

- Revised multiple digital presentations, updated templates and produced over 100 financial product factsheets quarterly, for both digital and print distribution, utilizing PowerPoint and Seismic platforms, with a team of three designers.
- Created tools to optimize both the batching and routing of factsheets during peak production, significantly improving efficiency and accuracy. Developed a tool to standardize error reporting, crucial for making improvements to the data reporting system for use in subsequent quarters.
- Managed the customization and maintenance of all digital marketing materials utilizing PowerPoint and Seismic to elevate content for due diligence presentations, for pitch books, webcasts, sales meetings, town halls, internal conferences, client financial education seminars, and road shows.

**IDAWHO?, Medford, MA :: Freelance Designer and Handmade Product Developer [ 2004 – Present ]**

- Led the development and implementation of the brand identity of a new local restaurant, designing logomarks, menus, interior / exterior signage, uniforms, and merchandising materials.
- Crafted communication packages for various social occasions, including the design and production of all event communication materials for five weddings.
- Established my personal brand and web presence through website design as well creating online content, including images and copy for www.idawho.com.

**IKEA, Stoughton, MA :: Graphic Leader | Communication + Interior Design Department [ 2007 – 2017 ]**

- Led design and project management efforts for a new comprehensive communication package for the revamped Co-worker Orientation program implemented across 44 locations in the nationwide. Produced recruitment collateral, presentations, participant workbooks, pocket reference guide, facilitator's guides and editable PowerPoint templates used to streamline the 2 day on-boarding program for 1000s of new co-workers per year in a consistent manner across the country. Facilitated Com&In department's orientation presentation on multiple occasions.
- Key contributing member of the planning group tasked with preparing for peak months accounting for over 40% of annual sales at IKEA Stoughton. Created innovative, adaptable solutions to enhance the shopping experience, boost visitation and increase average sales ticket during the busy summer and back to college season, including comprehensive communication needs in and around the ~400,000 square foot store.
- Organized and managed department work flow and project timelines to drive efficiencies. Established several procedures utilizing technical skills to enhance departmental efficiencies by up to 50%, delivering results on projects requiring high-volume production within tight deadlines inherent in the fast-paced retail environment.
- Implemented an in-house installation process for all large-scale super graphics, reducing reliance on costly outside vendors initially included in the department's communication budget. This initiative resulted in significant cost savings averaging from \$600 to \$1500 per communication package, with 8-10 packages produced annually for the US market.
- Acted as the local market IKEA brand ambassador, conducting several workshops on brand guidelines and messaging to the co-worker population. Oversaw all communication created at the local store level, educating co-workers across departments on brand strategy, local sales / marketing campaigns and global communication standards.

**IKEA, Stoughton, MA :: Graphic Co-worker | Communication + Interior Design Department [ 2005 – 2007 ]**

- Introduced the IKEA brand to thousands of potential consumers through the build-up and opening of two stores in new US markets. These complex projects included the design, production, documentation and installation of the wayfinding system, environmental graphics for both the customer and co-worker areas, sales and product communication, alongside training and mentoring of new Graphic co-workers within aggressive construction schedules.
- Collaborated with the entire US Communication & Interior Design team from the IKEA Service Office on special initiatives including the development, implementation, documentation and evaluation of major test communication packages including the SULTAN mattress studio as well as the remodel of the Swedish Food Market in Stoughton. These initiatives were subsequently adopted by the global organization and implemented in stores worldwide.

**Steffian Bradley Architects, Boston, MA :: Senior Designer | Marketing Department [ 2001 – 2004 ]**

- Led the design initiative for Steffian Bradley's subsidiary company, Sterling Planning Alliance, creating a new brand identity including the logomark, letterhead, presentation templates, and all promotional and communication collateral.
- Collaborated on a comprehensive redesign of all marketing collateral for SBA, including brochures, qualification packages, proposals as well as presentations templates. Developed centralized digital asset library system housing all components of marketing collateral, such as drawings, renderings, plans, photography, résumés and project sheets, in order to enhance efficiency in material production.
- Established a comprehensive Style Guide / User's Manual for the asset library system, conducted training sessions for the department. Resulted in an approximate 80% increase in submission process while ensuring consistent execution of the new brand identity across all marketing materials created by Junior Designers, Marketing Coordinators and Interns.
- Recognized with the American Graphic Design award for SBA's client holiday card from Graphic Design: USA magazine.