



Jackie Miller

Graphic Designer

portfolio | idawho.com

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Medford, Massachusetts

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Experienced, detail-oriented designer with 15+ years leading creative projects across industries including tech, finance, retail and architecture. Adept at developing smart, effective visual communication with a strong focus on presentation design, branding and marketing collateral systems. Known for efficiency, creative problem-solving and delivering high-volume work under tight deadlines.

Skills

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

Technical Skills

- 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
- Box
- Project management software platforms

Professional Experience

Informa TechTarget, Newton | PowerPoint Specialist | Remote, Contract (1099) | February 2025 – July 2025

- Reformatted and standardized ~10,000 PowerPoint slides as part of a major rebranding initiative.
- Applied new branding elements (slide master templates, layouts, typography, color palettes and iconography) to legacy content while preserving original messaging.
- Ensured consistency across 135 decks from multiple departments under tight deadlines with minimal supervision.

Franklin Templeton, Boston (Putnam Investments) | Presentation Specialist | Remote, Contract, Marketing Department | 2019 – 2024

- Produced and revised over 100 financial product fact sheets for both print and digital distribution using PowerPoint and Seismic platforms on monthly, quarterly and yearly reporting cycles.
- Created multiple tools to optimize efficiency in batching and routing fact sheets during peak production times.
- Maintained an expansive marketing asset library for due diligence meetings and customized presentations for client seminars, pitch decks, annual roadshows, webcasts, town meetings and other internal events.

IDAWHO?, Medford | Freelance Graphic and Presentation Designer / Maker | 2004 – Present

- Redesigned Plymouth Rock Assurance's 10-day onboarding presentation suite, modernizing and standardizing templates, across 15 decks
- Built and sustained a personal design studio and handmade product line, selling on Etsy, craft shows and local stores.
- Created brand identities with full suites of print and environmental assets for small businesses.
- Produced, styled and edited product photography and digital content for e-commerce platforms and social media.
- Designed and developed idawho.com as an evolving digital portfolio and brand site.

IKEA Stoughton | Graphic Leader | Communication + Interior Design Department | 2007 – 2017

- Designed and produced a comprehensive visual communication package for IKEA's new Co-worker Orientation Program, utilized in all 52 stores nationwide. This package included print and presentation materials including facilitator guides, participant workbooks, editable templates for customization per location, consisting of slide decks providing overviews of all store departments as well as key policies and procedures used to onboard 1000+ new hires annually
- Played a lead role in the management group tasked with planning and executing seasonal sales campaigns during IKEA Stoughton's annual peak sales window (Summer and Back to College) which accounts for ~40% of store's yearly revenue.
- Led local implementation of brand messaging, trained staff across all departments in the IKEA identity guidelines and local execution of communication in and around the store.
- Managed project timelines, departmental workflows and production output for large-scale communication campaigns.
- Developed in-house large format graphic installation procedures that cut vendor costs by \$600-\$1500/package, saving \$1000s annually.

IKEA Stoughton | Graphic Co-worker | Communication + Interior Design Department | 2005 – 2007

- Helped launch two new IKEA stores in new US markets by managing production and installation of environmental graphics, way finding systems, store signage as well as co-worker communication under a tight construction schedule.
- Collaborated with the US Communication & Interior Design Service Office on key pilot projects including the SULTAN mattress studio and Swedish Food Market redesigns, which were both later adopted by the Global Organization.

Steffian Bradley Architects (SBA), Boston | Senior Graphic Designer, Marketing Department | 2001 – 2004

- Designer for a complete rebranding for SBA's medical planning subsidiary, Sterling Planning Alliance, including logo mark, letterhead, proposals and presentation templates.
- Led the redesign of SBA's marketing collateral including brochures, RFQ packages and presentation templates. Built a centralized library for all digital assets for the firm's drawings, plans, photos, resumes and marketing templates, improving department efficiencies by ~80%.
- Authored a Style Guide / User Manual for the new system and conducted departmental training to ensure accurate and consistent output for all marketing materials.
- Recognized with a Graphic Design: USA magazine's award for the firm's client holiday card.

Education

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