Jackie Miller

Graphic Designer

portfolio | idawho.com

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Medford, Massachusetts

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Experienced, detail-oriented designer with 20+ years leading creative projects across industries including technology, finance, retail, manufacturing and architecture. Focused on presentation design, branding and marketing collateral systems, with a track record of efficient production, creative problem-solving and high-volume work under tight deadlines.

Design Skills

- Printed / digital format presentations
- Template development
- Identity / logo / branding packages
- Advertising / marketing campaigns
- Promotional design
- Corporate communications
- Internal communications
- Infographic development
- Publications / newsletter design
- Fundraising / event design
- Invitation design

Digital + Production Skills

- Digital design / CMS
- Project management
- Photoshoots / staging
- Large format production / installation
- Vinyl production
- Asset / file organization

Experiential Skills

- Environmental design
- Exhibition graphics
- Wayfinding systems
- Retail signage

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 software
- Box, Asana, Smartsheet and SharePoint

Professional Experience

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

Franklin Templeton, Boston (Putnam Investments) | Presentation Specialist | Remote, Contract (W-2) | 2019 – 2024

- Produced and revised over 100 financial product fact sheets for print and digital distribution using PowerPoint and Seismic on monthly, quarterly and annual cycles; created tools to optimize batching and routing during peak production.
- Maintained an extensive marketing asset library supporting due diligence meetings, customized client presentations, seminars, pitch decks, annual roadshows, webcasts, town meetings and other internal events.

Informa TechTarget, Newton | PowerPoint Specialist | Remote, Project-Based Contract (1099) | 2025

- Rebuilt and standardized ~10,000 slides across 135 decks as part of a rebranding initiative, applying new slide master templates, layouts, typography, color palettes and iconography to legacy content while preserving original messaging.
- Managed high-volume production across multiple departments under tight deadlines with minimal supervision, ensuring consistent application of new brand standards throughout the rebranded presentation library.

Confidential Global Manufacturing Company | Presentation Specialist | Remote, Project-Based Contract (W-2) | 2026

- Supported a four-week training initiative focused on launching a new standalone business entity, transforming 18 decks of legacy content by applying new brand standards and visual framework.

Plymouth Rock Assurance, Boston | Presentation Specialist | Hybrid, Project-Based Contract (W-2) | 2025

- Redesigned 10-day onboarding presentation suite across 15 decks, creating a standardized visual system and templates to improve continuity across the orientation program.

Independent Design + Brand Work, Medford | 2004 – Present

- Created brand identities with full suites of print and environmental assets for small businesses.
- Designed and developed idawho.com as an evolving digital portfolio and brand site.
- Built a handmade product line, selling on Etsy, craft shows and local stores. Produced, styled and edited product images for e-commerce and social media.

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

- Designed a comprehensive visual communication package for IKEA's new Co-worker Orientation Program, utilized in all 52 stores nationwide. Created presentation decks, facilitator guides, participant workbooks, pocket guides and editable templates that allowed each location to customize content for local needs while maintaining consistent brand and program standards, supporting the onboarding of 1,000+ new hires annually. The package provided overviews of IKEA's culture and history, store departments, HR key policies and procedures.
- Played a lead role in the management group tasked with planning and executing seasonal sales campaigns during IKEA Stoughton's annual peak sales window (Back to College) which accounted for ~40% of store's yearly sales revenue.
- Led local implementation of brand messaging, trained staff across departments on the IKEA identity and standards.
- 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 IKEA stores in new US markets by managing production and installation of environmental graphics, wayfinding systems, store signage as well as co-worker communication under a very 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 efficiency by ~80%.
- Authored a Style Guide / User Manual for the new system, conducted department training ensuring accurate, consistent output for all marketing materials.
- Recognized with a Graphic Design: USA award for the firm's client holiday card.

Education

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