

:: *Beth Raduenzel* ::

Interactive Designer

Elgin, Illinois

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<http://raduenzel.com>

Software

Adobe CS4; Photoshop, Illustrator, Flash, Dreamweaver, Fireworks, InDesign and Acrobat
QuarkXPress, HTML, CSS, Microsoft Word, PowerPoint and Excel

Experience

1/09 to Present

Interactive Designer | Prevail Health Solutions

- Sole Designer for a cutting-edge mental health e-learning product
- Designed and produced interactive Flash-based lessons from start to finish
- Provided direction in regards to creating the most positive and friendly user interface
- Created wire frames to illustrate user experiences to non-creative staff
- Responsible for designing the product logo, e-learning site and interactive lessons, as well as the company's corporate site and printed marketing materials

4/08 to 1/09

Director of Marketing | Arlington HealthCare

- Developed strategic marketing and communication plans
- Managed the launch of getbalance.org while optimizing the creative content
- Produced PowerPoint presentations for the Business Development and Sales teams
- Developed monthly trade show strategies on shoe-string budgets
- Design and produce a variety of online and printed marketing collateral
- Developed internal forms, processes and procedures to enhance employee accountability
- Redesigned the company SharePoint intranet site for increased usability

5/05 to 4/08

Senior Interactive Art Director | ARS Advertising

- Team leader for MyGofer.com, mentored and directed junior design staff
- Managed and developed creative for weekly email, site and marketing materials
- Coordinated with account team, copywriters and creative director to concept and design emails, banners, splash pages, posters and handouts for Sears, Kmart, Craftsman, Manage My Home and The Great Indoors
- Managed projects under extreme deadlines and small budgets while staying on time and in budget

1/02–5/05

Senior Media Designer | United Airlines

- Lead in-house designer for domestic and international My Mileage Plus program
- Designed and produced email, web banners, graphics and micro-sites, postcards, magazine spreads, signage and other promotional items

4/00–1/02

Lead Email Designer | MyPoints.com

- Designed and produced HTML email for Sprint, Sony, MasterCard, Wal-Mart, FTD, eBay and Time
- Consistently surpassed projected email marketing goals (CTRs and conversion rates)
- Designed templates for special promotions and speculative comps which helped land new accounts
- Troubleshoot code errors in client-supplied creative and repaired
- Trained and supervised new employees while providing art direction for junior designers

1/97–4/00

Layout Designer | R.R. Donnelley & Sons

- Design and produced circulars, signage, post cards and bangtails for True Value's Home & Garden Showplace
- Layout and production for Marshall Fields, Carson Pirie Scott, Sears and JCPenney circulars

6/95–1/97

Designer | Photographic Arts

- Designed and produced sales sheets, logos, business cards and stationery
- Corrected color and enhanced quality of digital images

Education

8/93–12/95 Elgin Community College – Graphic Design

2003, 2005 Illinois Institute of Art, Schaumburg – Flash