

ADRIANNE KUCZYNSKI

web, graphic & production designer

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Experience

SureFit Home Dècor — Wheeling, IL

Marketing Manager

December 2018 to Current

- Responsible for all incoming projects and designers. Created packaged briefs with needed graphic assets to hand off to designers. Supported designers on all aspects of projects through proofreading, keeping to deadlines, and ensuring accuracy of brand guidelines.
- Responsible for our HOOKLESS re-brand. Refreshed the logo, design assets, and packaging.
- Created numerous marketing materials (infographics, POP materials, brochures, and online assets) for our inline brand and retail customers.
- Streamlined our proofing process.

Aon — Chicago, IL

Web Editor (*Contract Position*)

April 2016 to October 2018

- Daily web edits that included creating graphics, updating web pages, and creating new web pages.
- Created story pages for new data report launches. Designed artwork and coded pages in the Bootstrap framework.
- Trained colleagues across the globe on how to maintain their web pages. Provided snippets of HTML and CSS code for stylizing and making updates.
- Heavily involved in the transition from the old CMS to the Kentico CMS. Working with Kentico developers and testing all phases of the migration process. Provided webinar training and supported documentation for team members.
- Built forms and created automation sequences in Eloqua for web pages.
- Scheduled form submission reports in Eloqua for global marketers.
- Provide Google Analytic Reports to global marketers.

Archdiocese of Chicago — Chicago, IL

Web Editor (*Contract Position*)

October 2015 to January 2016

- Prepared graphics for websites.
- Daily web edits on existing web pages and created new HTML pages.

Manor Press — River Grove, IL

Graphic Design/Pre-Press Technician

July 2006 to October 2016

- Point of contact for all customers. Working with them on new projects from start to finish. Guiding on file preparation for their graphic files.
- Designed all incoming projects such as business cards, brochures, annual reports, catalogs, and custom greeting cards.
- Hand coded company website in HTML and CSS. Included a resource center page for customers to download print templates to create their design files.
- File preparation for in-house 4 color press.
- Operation of digital press for small runs of business cards, brochures, and catalogs.

Freelance Graphic & Web Design

2004 to Present

- WordPress site builds and site maintenance.
- Provided training through videos for customers that maintain their WordPress websites.
- Brochure, catalog, signage, and stationery design.

Software Proficiency

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Bridge
- WordPress
- Joomla!
- Kentico
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint

Skills

- Front-End Web Design
- Bootstrap Framework
- HTML/CSS
- JQuery
- Print Design
- Client Facing Skills
- Pre-Press Expertise

Online Career Training Online Classes

- Conversion Copywriting (ongoing training) - Copyhackers.com
- WordPress Front End Development - Skillcrush.com
- HTML Email Design - Udemy.com
- JavaScript Basics - Udemy.com
- JQuery Basics - Udemy.com
- SEO Basics - Udemy.com
- Google Analytics Basics - Udemy.com

Graphic/Web Design Courses Completed

- Principles of Graphic Design - Triton College
- Intro to Quarkxpress - Triton College
- Web Page Design - Triton College
- Typography - Triton College
- Digital Studio Photography - Triton College
- Intro to Flash Animation - Triton College
- Advanced Web Page Design - Triton College