



red shoes

Creative Studio

Angela Siems, Designer

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Profile

VERSATILE, award-winning designer with a broad range of design, print & web experience. Past projects consist of logo design, brand/corporate identity, collateral materials, direct mail & e-mail marketing campaigns, ads & promotions for clients in professional industries, retail development & national sports franchises.

SKILLED in conceptual design & a strong background in marketing, with emphasis on typography, illustration & high attention to detail. I try to approach every project with flexibility, creativity & a sense of humor!

Honors

INDUSTRY RECOGNITION

2008 HGTV Holiday Special | Christmas decorating/design ideas chosen to be featured in a holiday special
2005 Graphic Design USA Magazine | American Inhouse Design Award for a corporate ad campaign

OTHER HONORS

2005 PRIMA Award for Marketing Excellence | Winner, "Best Wild Card" Promotion in a Corporate-Wide Effort
2005 PRIMA Award for Marketing Excellence | Honorable Mention, Best Promotion in an Audience Marketing Effort
2004 PRIMA Award for Marketing Excellence | Honorable Mention, Best Promotion in an Audience Marketing Effort
2004 Entrepreneur Award | Awarded to employees who drive revenue, cut expenses & initiate creative ideas

Skills

EXPERT computer skills in the Adobe Creative Suite CS3 - Illustrator, InDesign & Photoshop. Also proficient in Dreamweaver, Fireworks & Flash, as well as Microsoft Word & Excel. I'm a Mac-based designer by preference, but have cross-platform skills and am equally proficient in a PC environment.

Career

DEVELOPMENT

1999-Present, Sr. Art Director, Audience Marketing: Penton Media - Overland Park, KS

- I currently design promotions for over 20 different magazines, consisting of ads, with-issue print promotions, direct mail & e-mail campaigns.
- I have also assisted our Corporate Communications department with specialized ads & design projects, one of which received an American In-House Design Award from *Graphic Design USA* magazine.
- In addition to design responsibilities I oversee departmental software standards & act as the functional Adobe software expert. This includes planning/managing budget dollars for software training & continuing education.
- Recruited to join the design & research team in the re-naming/re-branding of our corporate identity in 2006.
- Originally hired as a Promotions Coordinator & promoted several times to positions of higher responsibility.

1996-1999, Sales & Marketing Assistant/Graphic Designer: Kansas City Chiefs - Kansas City, MO

- I designed a wide array of print projects, brochures, tickets/passes, promotional pieces, credentials, logos, sales collateral pieces, newsletters & other marketing materials.
- In addition to my design responsibilities, I also coordinated charitable & volunteer events for the Red Coaters & Chiefs Ambassadors (Alumni), assisted with Corporate Sponsorships, & acted as a field escort for premium seating clientele, national anthem singers & other honored guests on game day.
- Created Chiefs Player Development logo which earned recognition in the local media & at the NFL Player Personnel meetings in 1998. As a result, I was subsequently asked by the Tennessee Titans to develop a similar branding package for their team's program.
- This demanding position required juggling largely different responsibilities & time-lines with longer, more complex projects - such as the annual Marketing Plan.
- With no promotional budget, I implemented creative production concepts & print partnerships to complete projects at little or no cost to the team.

Other

PROJECTS as a free-lance graphic designer include some of these selected projects & clients:

Logos & Branding: Kiddos Collection | Vocal Zone Voice Studios | B Cool Fan Hat | Premier Property Inspections
Wearables & Gifts: Humptys Cloth Dolls Product Design | Shrimpwear T-Shirt Designs | KC Corporate Challenge T-Shirt Designs | Cool Hatz Logo & Hat Design
Professional Sports Promotions: Miami Heat - Season Ticket Holder Promotions | Miami Heat - In-Stadium Column Signage | Florida Panthers - Game Day Magazine Ads
Direct Mail: Recurrent National Advo & Val-Pak Mailings for Dry Clean International Management Group
Posters: Al Phillips the Cleaner - Las Vegas | Pride Cleaners - Kansas City | Dryclean USA - Florida, Coastal, & Carolina Regions | The Hard Bean Coffee Shop - Vemma Promotional Poster

Related

EDUCATION & AFFILIATIONS

Johnson County Community College - Continuing Education (1999-Present)
TCU Business School - 2 Year Business Administration Program (1988-1990)
Longview Community College - Art Courses (1987)
MEMBER: NAPP - National Association of Photoshop Professionals