

# THERESA SCHIFFER

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## ABOUT ME

I'm an experienced creative champion who leads and influences innovative thinking and strategic visions that help clients solve their most complex business challenges with unique visual solutions. I look at every creative task as an experience, always pushing for a useful, memorable and innovative outcome. I draw inspiration from my vast experience and knowledge, settling for nothing less than exceptional. My diverse portfolio showcases projects across a wide range of services and campaigns. I've worked alongside or led teams who drove creative and conceptual storytelling that effectively communicated design ideas and advanced business objectives. I firmly believe in working hard, working together, and having fun along the way. I have vast experience with assessing project requirements, constantly analyzing the plan, and quickly shift gears when it makes sense from a business perspective. I am generous with praise, quick to smile, and always on the lookout for the positive in the situation.

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## RELEVANT WORK EXPERIENCE

### **DESIGNER - Global Marketing**

**Abbott - Lake Forest, IL** | *Aug 2021 - Present*

- Design all creative assets for branded materials to support product, marketing, and business objectives.
- Create Powerpoint presentations for multichannel marketing campaigns, events, and web.
- Shaped and manage brand standards, and ensured all products meet those standards.
- Develop and implement global marketing assets — from brand awareness to product promotion — through tradeshow and B2B channels.

### **DESIGNER - Multimedia/Product Development**

**Great Impressions Inc - Milwaukee, WI** | *Feb 2021 to Aug 2021*

- Concept, develop and deliver all creative assets for branded proposals, print, web, social, collateral, advertising, emails etc., to support product, marketing, and business objectives.
- Design and launch materials for multichannel marketing campaigns, events, and web.
- Design and develop original product lines, improve existing product designs, and monitor competitors of similar products to match quality and performance.
- Develop and implement marketing plans — from brand awareness to product promotion — through social media channels.

### **ART DIRECTOR - CREATIVE SERVICES**

**LPi Inc - New Berlin, WI** | *Dec 2014 - Apr 2020*

- Managed an effective, cohesive and collaborative Creative Services department that significantly elevated the visual strategy of products.
- Created and/or art directed a great mix of print and digital design customized for over 10,000 non-profit businesses across the U.S. and Canada.
- Shaped and managed brand standards, and ensured all products met those standards.
- Translated corporate and marketing objectives into clear creative strategies.
- Evaluated trends, assessed new data and kept up-to-date with latest marketing strategies and techniques.
- Produced innovative ideas for company branding, promotional campaigns, marketing communications.
- Created and implemented tailored marketing campaigns based on channel/project/product requirements.
- Managed the operational and fiscal activities of the department including: staffing levels, budgets, operational controls and processes, and financial goals.

- Evolved the organization's products to be more industry and customer-centered, building a strong and sustainable competitive advantage throughout the industry.
- Increased sales by 40% for customized websites and the launch of 3 new products.
- Supervised the department's daily workflow, assigned project workload and monitored deadlines.
- Directed brainstorming meetings and creative sessions.

## GRAPHIC DESIGNER

**Bon-Ton Stores Inc. - Milwaukee, WI** | *Sep 2014 to Dec 2014*

- Assisted Art Directors in the Sales, Promotions & Marketing Department with the execution of circulars, home mailers, advertorials, and all other promotional marketing sales collateral.
- Maintained prepress guidelines for the preparation of all creative assets.

## GRAPHIC DESIGNER

**SC Johnson - Racine, WI** | *Apr 2011 to Jun 2014*

- Worked closely with the Marketing, Sales, and RD&E departments to create product packaging — from concept to global market.
- Designed labels, packaging print specs and branded store displays for top brands such as Raid®, Glade®, Kiwi®, OFF!®, Windex®, Ziploc® and more.
- Created promotional materials such as flyers, advertisements, and newsletters to support sales and segment development efforts to drive products into the market.
- Provided tactical support in all aspects of managing the product life cycle.
- Designed tradeshow booth exhibits for marketing and sales dept's.
- Maintained and organized brand and logo materials.
- Designed various corporate materials: powerpoint presentations, videos, global conference materials, and community outreach program media.

## FEATURES DESIGNER

**Milwaukee Journal Sentinel - Milwaukee, WI** | *Jan 2001 to Apr 2011*

- Designed editorial feature sections such as FOOD, WEEKEND CUE, ENTRE', TRAVEL, and FASHION for a 350,000 circulation metropolitan newspaper.
- Art directed fashion photoshoots and styled food photography.
- Created infographics and illustrations to accompany various editorial articles.
- Developed Adobe Flash presentations for JS Online.
- Led a major redesign of the Entertainment section, which won an international award.

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## SKILLS

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|-------------------------------|-------------------------------|-------------------------------|---------------------------------|
| • Google Slides (10+ yrs)     | • Marketing (10+ yrs)         | • Copywriting (10+ yrs)       | • Content Development (10+ yrs) |
| • Adobe Photoshop (10+ yrs)   | • Advertising (10+ yrs)       | • Copyediting (10+ yrs)       | • Logo Design (10+ yrs)         |
| • Graphic Design (10+ yrs)    | • Packaging (7 yrs)           | • Video Production (5 yrs)    | • Customer Service (10+ yrs)    |
| • Branding (10+ yrs)          | • Microsoft Office (10+ yrs)  | • Photography (10+ yrs)       | • Publishing (10+ yrs)          |
| • Adobe Illustrator (10+ yrs) | • Web Design (5 yrs)          | • Adobe InDesign (10+ yrs)    | • Power Point (10+ yrs)         |
| • Typography (10+ yrs)        | • Team Management (10+ yrs)   | • Adobe Acrobat (10+ yrs)     | • Project Mgmt Software (8 yrs) |
| • Illustration (10+ yrs)      | • Print Design (10+ yrs)      | • User Interface (UI) (5 yrs) | • Product Development (10+ yrs) |
| • Digital Design (10+ yrs)    | • Layout Design (10+ yrs)     | • Mail Chimp (5 yrs)          |                                 |
| • Prepress (10+ yrs)          | • User Interface (UI) (8 yrs) | • Events Management (10+ yrs) |                                 |

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## EDUCATION

**BA - FINE ART**, University of Wisconsin-Parkside

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## CERTIFICATIONS

**MRA, Certificate of Completion PRINCIPLES OF LEADERSHIP EXCELLENCE** - *Issued October 2017*

The Principles of Leadership Excellence Certificate Series (PLX) is a comprehensive development program needed for effective, successful leadership.

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# PROFESSIONAL RECOMMENDATIONS

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## ON BUSINESS STRATEGY AND PROJECT MANAGEMENT

RON NASH - *Former VP of Customer Success and Operations at LPi*

"I had the privilege of working with Theresa in her role as LPI's Art Director for three years. Beyond her obvious creative talents she is also an astute business woman. She is adept at maximizing quality creative output within the confines of a budget. She is a numbers driven individual both in terms of managing her department and understanding the type of creative that resonates with clients. She builds strong, motivated teams. She works well with all types of clients on a variety of different projects. She has exceptional project management skills, juggling resources and priorities in dynamic environments. She is a process oriented person always looking for new and better ways to do things. She is diligent and hard working. She has an excellent sense of humor and is a joy to work with."

## ON VISUAL COMMUNICATION & CREATIVE IDEATION

PETER FOX - *Former Editor in Chief at the Journal Times*

"I've worked with many creative and talented artist/designers in my career but none who contributed more to the success of our team than Theresa. As editor of the Journal Times, I hired her to be a member of our newsroom leadership team to work with each of our supervising editors and me in producing the most interesting and compelling newspaper possible. On innumerable occasions, Theresa's creative vision -- and her understanding of our resources -- surpassed my expectations and significantly improved not only our presentation to our readers but also added to the collective creative "can-do" of our newsroom staff."

TONY MAY - *Former Creative Services Manager at SC Johnson*

"Theresa is the best of all worlds as a graphic designer - outstanding creativity in design and concept, an excellent partner with clients that requires very little direction and still hits the mark AND detail and deadline oriented. I've worked with many artists over the years that have had several of these qualities, but very few that have all of them. Add to all that a fun and friendly personality...we're lucky to work with her here at SCJ!"

LONNIE TURNER - *Creative Director at the Milwaukee Journal Sentinel*

"Theresa is a confident and intuitive designer and illustrator. Her sense of color, composition and typography is superb! She also works extremely well under pressure and is able to successfully execute any visual challenge I presented to her. When designing for the Journal Sentinel's features and entertainment sections, she routinely developed not just one, but a variety of solutions for each project under the demands of very tight deadline constraints. Theresa was a valuable member of our team, whose professionalism earned the respect and trust of everyone who worked with her."

KATHY FLANIGAN - *Journalist at the Milwaukee Journal Sentinel*

"Theresa designed pages around stories that I wrote for the Milwaukee Journal Sentinel's features or entertainment sections and I was never disappointed. She always understood the point of the feature and she always provided a design that enhanced it. Theresa is easy to work with and unflappable, which is saying a lot if you know people who work in newspapers. As a writer, I think of stories in terms of words. It was always wonderful to see how Theresa interpreted my words with images. She is a compelling and talented designer and artist. She offered welcome insight into any story idea and she could take the smallest thread of a beginning and sew a beautiful illustration around that. Theresa could change focus on a dime, which is an unfortunate but essential element in a newspaper. And she did it all with grace and calm."

TRACY EARL WELLIVER - *Senior Director of Church Engagement at LPi*

"Theresa is not simply a designer, she is truly an artist. She not only has her own vision, but she was able to work with me on multiple projects to make a vision that existed only in my head come to life. She did the design and artwork for all 3 of my books (as well as multiple other projects) and she was a joy to work with every step of the way. She can enhance any vision with her own to make something even better."

## ON LEADERSHIP

KAREN KOESTER - *Risk and Compliance Manager at LPi*

"Theresa has a strong leadership style that I admire. Her high expectations of her team was evident in the quality of work and design they produced. She's a great communicator, motivator, and always focused on delivering products and an aesthetic customers fall in love with. Theresa is extremely talented and encourages her employees to not only work hard, but remember to have fun and foster friendships in the workplace. Her strong leadership style promotes teamwork and supports the creativity of multi-media designers."

JAKE ADAMS - *Multimedia Designer at LPi*

"I have worked under Theresa as a creative media designer. Theresa stands out as one of the best bosses I've worked for, she has entrusted me to execute my duties with how I see fit, without telling me how to do them. She gives constructive criticism and feedback, is honest with me, and allows for me to become a better designer. Theresa recognizes strong effort and positively reinforces a strong work ethic. One of the strongest qualities about her is that she is open and truthful, she realizes that communication is essential and encourages others to share their opinions. I believe Theresa has the ability to thrive in any role because of her ability to make herself available to her coworkers and her sensitive and caring attitude."