

Stefanie Haller

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Education

University of Dayton

Dayton, Ohio

May 2004 / Cum Laude

BFA in Visual Communication Design

Concentration in Graphic Design

Minor in Art History

School of Visual Arts

New York, New York

Fall 2006

Continuing Education Course

Typeface Design with Ed Benguiat

Studio Art Center International

Florence, Italy

May-June 2003

Graphic Design, Interior Design

and Art History courses

Skills

Advanced knowledge of Adobe

Creative Suite 4 – Acrobat Pro,

Dreamweaver, Illustrator, InDesign,

Fireworks and Photoshop

Knowledge of Microsoft Office

2003 – Excel, Powerpoint and Word

Experience with HTML, CSS and

Web Design, Photography (35mm,

medium, large and digital formats)

Experience

Blue Cross and Blue Shield Association / Chicago, Illinois

Consultant (Senior Graphic Designer) / November 2007-Present

Produce innovative and effective marketing solutions for all areas of the Blue Cross and Blue Shield brand / Implement style guides focused on strong branding and consistent messaging / Create toolkits for distribution to the Blue Cross and Blue Shield independent companies containing customizable art files promoting various programs, assets, and health and wellness campaigns / Put into practice new applications (interactive PDFs and HTML email) to update online communications / Instruct team members and account managers on new technologies / Designed the new BCBS.com homepage, focusing on enhanced search engine optimization and a consumer-focused composition to support the changing environment after health reform in early 2010 / Directed photography shoots for the WalkingWorks® and National Walk@Lunch Day advertising campaigns

Freelance Designer / Chicago, Illinois

June 2007-November 2007

Concept development for print and interactive media with various design agencies, small firms and corporate inhouse design departments including Y&R (Young and Rubicam), Biersma Creative and the Chicago Mercantile Exchange (CME)

Theory LLC / New York, New York

Senior Graphic Designer / June 2004 -June 2007

Created and produced seasonal marketing tools including look-books, signage, press kits and advertisements / Created and produced direct-to-consumer communication tools including both direct mail and e-mail communications / Created and produced special event needs including invitations, displays, gift with purchase products and specialty packaging / Individual development of logos, identity systems and brand fundamentals for affiliate apparel companies Helmut Lang (2006) and Jean-Michel Cazabat (2007), and philanthropic affiliate the Theory ICON Project (2006) / Structured the corporate intranet's design and functionality / Experience with all aspects of pre-press and on-site print production

University of Dayton Public Relations Office / Dayton, Ohio

Junior Graphic Designer / September 2003 - May 2004

Responsible for creating University documents encompassing mailers, posters and brochures / Worked in close collaboration with Art Directors to develop marketing and advertising solutions for the expanding MBA program

Affiliations and Achievements

American Institute of Graphic Arts (AIGA), Professional Member / 2002 - Present

Cincinnati, New York and Chicago Chapters

Urban Gateways, New Arts Forum Member / 2009 - Present

Support Urban Gateways' efforts to provide arts education programs to children

GD USA (Graphic Design USA) / 2009

American In-house Design Award

Most Outstanding Graduating Senior in Visual Communication Design / 2004

Department of Visual Arts / University of Dayton, Ohio

AIGA Cincinnati Origination Show / 2004

Merit Award for book concept and design

Horvath Exhibition: Rike Gallery, Dayton, Ohio / 2004

Poster design selected for inclusion in juried show