



# Daphne Clem

## Graphic Design & Illustration

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### Profile

**Hard-working graphic designer with 7 years of experience.** Team player who always goes 'over and above' to deliver exceptional work. Passionate about design and illustration. Good listener who works to understand client needs and business goals.

**View portfolio at [www.laurelsky.com](http://www.laurelsky.com).**

### Skills

**Design:** Print collateral, posters, trade show booths, gift cards, email design, light film editing, various illustrative styles.

**Software:** Expert skills in Photoshop, Illustrator, InDesign, Bridge, Acrobat Professional; Familiar with Dreamweaver, iWork, MS Office and Final Cut Pro.

### Testimonials

"Daphne is one of the most talented creative professionals I have had the pleasure to work with. She's hardworking, organized, willing to learn and dedicated to doing a job well." *Former Creative Director, Restaurant.com*

"It was a pleasure to work with Daphne {...} She is a quiet person but full of passionate ideas and artistic talent. I would recommend her to anyone." *Former Colleague and Marketing Manager*

### Work History

MEDIA STAR PROMOTIONS, BALTIMORE, MD  
**Designer / Illustrator** (2011 to Present)

2012

Assisted with a wide variety of design, production and logistical tasks. Projects included:

- Conceptual art for an event space involving outdoor signage, and two (30' and 40') geodesic domes. Also sourced specialty items and collaborated with various fabricators for touring national events.
- Contributed conceptual design work for video and powerpoint presentations.
- Worked with light film editing for training videos.
- Contributed design work promoting the company's growing Design Studio, including a giveaway with brochure and accompanying business cards.
- Created original illustrations for sales decks and the company's holiday card.



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RESTAURANT.COM, Arlington Heights, IL  
**Graphic Design Consultant** (2010 to 2011)  
**Graphic Designer** (2007 to 2010)  
**Jr. Graphic Designer** (2006 to 2007)

2006 to 2011

Served as primary print designer on all projects for two divisions – designed sales and marketing collateral, stationery and presentations for the Restaurant Partner Division, and created co-branded material for the Incentive & Loyalty Solutions group. Also worked on Affiliate Marketing materials for 18 months before their projects were phased out, and assisted the web designers with email design, e-newsletters, banner ads and icons. Was requested to work as their Design Consultant after relocating to Maryland, performing all the same duties in addition to assisting the new creative team. Projects included:

- Recruited into rapidly growing company as member of the creative team. Quickly jumped in and learned new skills despite initial lack of training and direction.
- Developed co-branded promotional materials for major partners such as United Airlines, Staples and Orbitz.
- Worked with SVP of the Restaurant Partner Division to completely revamp all sales collateral – created high quality ‘quick start’ kit that has helped the sales team increase restaurant participation from 7,700 in 2008, to over 15,000 in 2010.
- Developed co-branded gift cards and website promotion with Ace Hardware, resulting in kudos from executive management and additional contracts with the client.
- Asked to redesign company’s trade show booth following concerns about initial design (created by a former employee). Developed 15 concepts and then refined the chosen design, creating a well-received sales booth that helped generate many leads.

VARIOUS COMPANIES  
**Freelance Designer / Illustrator**

2004 to Present

Provided freelance design and illustration services. Project highlights include:

- Designed new logo for forensics team at Mount Saint Dominic Academy, all-girls school in New Jersey. Design was used on apparel and other items and was very well received by the client.
- Created designs for cabinet cards for freelance photographer. Developed 5 different cards around one central theme, completing all work on time and to the highest standard.
- Contributed volunteer work for the Baltimore Women’s Classic 5K Run, which promoted their annual summer event across the city, and helped raise awareness for gynecological cancer. Design work included a program booklet, giveaway bags, save the date magnets and bus shelter signs.
- Designed a new logo for Drawbridge Technologies, LLC, a startup company focused on network security. Logo was used on stationery, business cards and forms.



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BLICK ART MATERIALS, SCHAUMBURG, IL

2004 to 2006

**Lead Associate** (2005 to 2006)

**Sales Associate** (2004 to 2005)

Initially hired into customer service role and then promoted within one year to Lead Associate position, with accountability for managing organizational accounts, resolving customer issues, helping with inventory and overseeing opening and closing procedures. Tasks included:

- Managing the entire store for 5 months following the sudden departure of store manager. Kept everything running smoothly until a replacement was found.
- Designed brochure to market the store's art classes, boosting attendance and therefore product sales as a result.

TUCKERKNAPP INTEGRATED MARKETING, Schaumburg IL

2003 to 2004

**Graphic Design Intern**

Assisted with print production and handled junior-level design work while studying for degree. Also handled organizational and general office duties.

## Education & Affiliations

**Bachelor of Fine Arts (BFA) – Visual Communications**

The Illinois Institute of Art – Schaumburg (2003)

Member, B'More Creatives, AIGA and NAPP