



Charlene Briggs

Graphic Designer ◀

CONTACT INFORMATION

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EDUCATION

Iowa State University
BFA in Graphic Design, 1992
Minor in History

SKILLS

MAC/PC platforms
InDesign | Illustrator
Photoshop | Flash
Dreamweaver | HTML | CMS
Microsoft Word | Excel
Canon Rebel T2i photography
lighting | image processing
high-end photo retouching

AWARDS & AFFILIATIONS

American Advertising Federation
Addy Awards:
Best of Categories in newspaper and
consumer or trade publication | 2006
Silver | 2003 | 2004 | 2005 | 2010
Aster Award for
Excellence in Medical Marketing:
Gold | 2009 | 2012
Bronze | 2012

REFERENCES

available upon request

PROFESSIONAL EXPERIENCE

2001 - 2014

UnityPoint Health - St. Luke's Hospital **Marketing Department | Cedar Rapids, Iowa**

Multi-tasking and managing design projects in a fast-paced, team-oriented environment, requiring problem-solving and communication skills, flexible work style and the ability to meet tight deadlines

➤ *Design*

Marketing materials – Healthbeat Magazine, brochures, annual reports, outdoor advertising, logos, newspaper and magazine advertising, including two campaigns that won Best of Category Addy Awards. Instrumental in rebranding of St. Luke's Hospital marketing materials during transition from Iowa Health System to UnityPoint Health

➤ *Web*

Design, content management, primary liaison for problem-solving issues between all hospital staff and web vendor

➤ *Project Management*

Handling all aspects of marketing projects, from initial creative client meetings, through to production and delivery

➤ *Photography*

Art direction, developed own professional photography and lighting capabilities, resulting in reduced photography-related costs for department

➤ *Production*

Print and production estimates, preparation of electronic files for print, press checks

2000 - 2001

Enterprise Design Group | Cedar Rapids, Iowa

Design and content management of company web site, design of web sites for local clients

1998 - 2000

Parson's Technology | Hiawatha, Iowa

Design of direct mail campaigns and catalogs for nationally known educational software, including Mattel, National Geographic and Reader Rabbit, preparation of electronic files for print

1993 - 1998

Pepco Litho, Inc. | Cedar Rapids, Iowa

Design of consumer product catalogs, and publications for a wide variety of clients, including University of Iowa Sports Department, Greater Cedar Rapids Foundation and Theatre Cedar Rapids, art directing photography, set design, preparation of electronic files for print



I look forward to hearing from you!

