



Freelance Designer

Aon Hewitt - Lincolnshire, IL (June 2014 - October 2014)

Designed the [My Red Cross Total Rewards](#) employee benefits website. Developed Motorola interactive benefits guide and supporting campaign materials.

Discover Financial Services - Riverwoods, IL (June 2013 - April 2014)

Designed direct mail letters, landing pages, email blasts and POP signage.

Marketplace Media Group - Elgin, IL (April 2013)

Designed 26-page website for the American Demolition Corporation - [adc-il.com](#).

Catamaran Health Care - Lisle, IL (September 2012 - February 2013)

Developed the Member Style Guidelines and designed the catalog of materials that support the new branding standards. Managed the research, organization and interview process of vendors to build the internal online corporate store.

Creative Projects Leader

Serta Mattress - Hoffman Estates, IL (February 2011 - April 2012)

Lead designer responsible for the overall quality of creative projects and driving strategic creative initiatives to support the company's business growth objectives.

Key Achievements:

- Designed current mattress rack system signage and bedding labels for Kmart, a division of Sears Holdings Corporation.
- Developed Serta retail website to increase product awareness - [serta.com](#).
- Led team in the design and execution of the Serta delivery truck graphics, including organizing and presenting proposed concepts to senior leadership.

Senior Art Director

CVS Caremark - Northbrook, IL (April 2006 - December 2010)

Managed, art directed, designed and produced compelling promotional materials. Maintained project budgets, mentored employees and directed photography.

Key Achievements:

- Designed website for AT&T "Better You" health advocacy program.
- Conceptualized and designed theme and all marketing collateral for a critical \$1.6 million national sales meeting.
- Designed and developed Flu Campaign for clients including Pfizer, Heinz and Fidelity, which resulted in 1.2 million participants and millions in revenue.

Freelance Designer: 2005

Aspen Marketing Services, Terlato Wines International,
Ambrosi Advertising, Global Experience Specialists, Hewitt.

Art Director / Senior Designer

Tahan Advertising - Chicago, IL (2000 - 2005)

Trained and managed three graphic designers, directed many architectural and interior photo shoots and executed designs for high-profile union clients.

Graphic Designer / Production Specialist

Halo Marketing and Promotions - Niles, IL (1997 - 2000)

Directed food and clothing photo shoots, and designed promotional product catalogs and packaging.

Brian Izard

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Online Portfolio

[brianizard.com](#)

Overview

Dedicated, innovative and proven Senior Art Director that has driven measurable results by utilizing extensive brand identity and positioning experience, solid team management skills and highly competent business and strategic planning.

Tech Skills

Photography direction and coordination, proofing, typography, page layout, template design and photo retouching. Strong skills in InDesign, Illustrator, Photoshop, Quark, MS Word, PowerPoint, Excel, HTML, Dreamweaver and Sony Movie Studio.

Education

Columbia College Chicago:
B.A. Graphic Design 1997
Minor in Advertising