

Linnea Zimmerman

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“Nothing great
in the world
has ever been
accomplished
without passion.”

- G.W.F. Hegel

Education

Graduated Cum Laude -1995
The University of Akron
BFA in Graphic Design

Skills & Software

Skills: Passionate about work. Honest. Genuine. Puts clients' goals first. Detail oriented. Experienced teacher and manager. Always willing to help co-workers and take on diverse responsibilities.

Software: Adobe In-Design, Adobe Illustrator, Adobe Photoshop, Microsoft Word, Microsoft Power Point

References & Portfolio

Available upon request.
Portfolio samples: linneazimm.com

Experience

2016–present

Signet Jewelers, Fairlawn, OH

Graphic Designer

Responsibilities: Design and concept for Jared brand jewelry stores. Create a wide range of retail advertising materials: catalogs, digital in-store materials, mailers, POP, in-store signage and special event promotions. Maintained brand standards in all executions.

2013–2016

WhiteSpace Creative, Akron, OH

Senior Art Director > **Associate Creative Director**

Responsibilities: Focus on brainstorming and collaboration with a core team of creatives and account staff to accomplish client goals based on creative briefs. Concept, design and print production of a wide range of marketing and advertising materials. Involved in client meetings and presentations. Leadership and training of design staff. Assign jobs and manage workflow for a team of creatives. Supervise and direct designers on all projects.

2011–2013

Highland PR, Akron, OH

Senior Graphic Designer > **Art Director**

Responsibilities: Concept, design and print production of a full scope of marketing and advertising materials. Large focus on needs of non-profit clients. Logos, ID systems, ad production, exhibit signage, direct mail, invitations, fundraising/membership materials, capital campaign materials, annual reports, brochures, catalogs, newsletters, web design. Silver ADDY and gold MarCom award winner. Manage job traffic and workflow. Spec and quote print jobs with vendors. Supervise and art direct designers.

2007–2011

Waterfront Management Group, Akron, OH

Graphic Designer

Responsibilities: Corporate design for the companies under Waterfront Management Group. Create corporate packaging, brochures and marketing materials in 12 languages, and maintain/edit the content for those marketing materials. Create website/email imagery. Design promotion posters, table tents, signage, ads and menus for restaurant/bar. Maintenance/updates for website content for restaurant/bar.

1995–2007

SmileyHanchulak Marketing Communications, Akron, OH

Intern > Graphic Designer > **Art Director**

Responsibilities: Design to print production of a full range of marketing materials. Directed photoshoots and press checks. Directed designers to complete large scope projects. Client contact. Multi-language projects.