

K A E L I O ' C O N N O R

GRAPHIC DESIGNER & ILLUSTRATOR

(224) 805-8137 | kaeliart@gmail.com | www.kaelioconnor.com

AREAS OF EXPERTISE

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| <ul style="list-style-type: none">▪ Brand development▪ Event graphics and booth design▪ Out-of-home signage design▪ Publication design▪ Data visualization | <ul style="list-style-type: none">▪ Print and layout design▪ Illustration and typography▪ Photography and editing▪ Communication and organization▪ Project management | Software <ul style="list-style-type: none">▪ Adobe Creative Cloud▪ Mac and Windows OS▪ Adobe Experience Manager▪ Power BI and Alteryx Designer |
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PROFESSIONAL EXPERIENCE

Senior Program Manager, CDW, *Chicago, IL* | November 2019 – Present

Lead the administration of Adobe Experience Manager and Power BI, collaborating closely with designers and specialists, facilitating communication between developers and business users, and conducting research for strategic platform enhancements.

- Architected an engaging AEM micro-site, empowering marketing teams with dynamic plan information. Designed a catalog of 30+ Power BI reports, transforming data into compelling visuals for informed decision-making.
- Teamed up with technical developers to design an email automation process to feed content directly into email templates, reducing email design and production time by 320 hours/year.
- Conducted in-depth research to identify strategic opportunities for integrating Adobe Experience Manager with the overall marketing technology stack, ensuring alignment with business objectives and enhancing workflow efficiencies.

Lead Graphic Designer, CDW, *Lincolnshire, IL* | November 2016 – November 2019

Guided design team to understand campaign objectives and deliver designs that aligned with the company's brand positioning and market trends. Fostered a collaborative design environment by contributing creative ideas and providing insightful feedback.

- Led a global branding refresh implementation, ensuring consistent application of brand elements across marketing materials.
- Redesigned CDW's largest tech publication, creating a fresh and engaging design that effectively communicated industry insights and positioned the brand as a thought leader.
- Crafted visually compelling graphics to amplify brand visibility through diverse channels including print ads, on-domain ads, emails, social objects, event displays, and mass media campaigns, namely billboards in Chicagoland and Wrigley Field.

Graphic Designer, FlagSource, *Batavia, IL* | December 2014 – November 2016

Independently coordinated and executed comprehensive email marketing campaigns, managed social media accounts, and oversaw product catalog designs, including hands-on work in product photography and copywriting.

- Spearheaded a comprehensive redesign of the product catalog, the primary touchpoint for customers, ensuring a modern and engaging representation of products, and facilitating seamless purchases and order placements.
- Crafted impactful promotional materials, including catalogs, flyers, sell sheets, booklets, logos, event displays, signage, and social objects, fostering brand consistency.
- Refreshed the entire boutique flag inventory, providing a contemporary look that enhanced the brand's overall aesthetic.

EDUCATION

Bachelor of Fine Arts in Illustration, Specialization in Graphic Design

American Academy of Art, *Chicago, IL*

Developed essential skills in foundational art techniques and visual communication. Established a keen eye for aesthetics, layout design, typography, and effective communication through visual elements.