



Alice Boertje

312.369.9422 | alicebydesign.biz

EDUCATION

University of Illinois at Chicago | 2001
BFA Graphic Design
BA Psychology

SKILLS

Adobe CS3/CS4 software
(Photoshop, Illustrator, InDesign)
Dreamweaver
Front-end Flash
html/xhtml
Freehand
Quark Xpress 7.0
MS Office Suite
Adobe Acrobat
Digital Photography
Project Management Professional (PMP)

LANGUAGE

Speak Japanese fluently

AFFILIATIONS

AIGA | Chicago
Event Committee for North Side Housing

Freelance Art Director | Current

HOK

- Design visual material and e-blasts for the architectural firm.

BrainLab, Inc.

- Work with a multi-disciplinary team under the Creative Director in creating brochures, sales program campaigns and applying strategic design concepts to print and online visual material.

Ryerson Inc.

- Work with the Marketing Director in designing advertising material across media.

Changing World's, Inc.

- Provide creative direction in advertising strategy and visual material.
- Design, produce, and work with vendors in producing annual reports, invitations and brochures.

Fahrenheit Investments

- Redesign the ID of the company; logo and website.

Art Director | National Marine Manufacturers Association (NMMA) | 1.07–12.08

- Promotional development of marketing and public relations creative projects from concept and design through completion. Art direct photoshoots and work closely with photographers.
- Create compelling print, multimedia and electronic communications for clients; including advertising, collateral, websites, online ads, radio, TV and direct mail.
- Design trade show environmental design, billboards, and sales collateral which strategically support brand positioning and facilitate brand communications.
- Managed the creative department, overseeing 3 designers.
- Work closely with clients to ensure final creative correspond with business demands.

Freelance Art Director | 2006–06

J Walter Thompson Advertising (JWT)

- Western Union account—developed strategic marketing campaigns across print collateral (DM) and interactive material to promote brand awareness.

Kaplan Professional (Financial Company)

- Oversee projects on tight deadlines from client meeting through concept development and design.
- Clients include: Kiplingers Personal Finance, top selling authors, Library Journal, Kaplan (KP) Publishing, KP Real Estate, KP Financial, KP AEC (Architecture) and KP Home Inspection.

Ravinia Music Festival

- Translate clients requests into visual material: direct mail advertisements, pamphlets, posters, brochures, and banners for the music festival.
- Art direct, manage and train two interns within the graphics department.

Art Director | Tahan Advertising | 2005–2006

- Manage team of five people working on tight deadlines from client meeting through concept development and design.
- Art directed photoshoots and worked closely with photographers on projects.

Associate Art Director | Hospira, Inc. (Offshoot of Abbott Labs) | 2004–2005

- Work with clients and Advertising Executives in developing promotional material: magazine ads, quarterly reports, brochures, flyers, and flash promotional pieces.

Graphic Designer | Healy, Bender and Associates (Architectural firm) | 2002–2004

- Design all visual material: signage, 8-part brochure series, logo designs, magazine covers and spreads.
 - Shoot digital photos of award-winning buildings for use on website and visual material.
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