



Kerri Whittaker
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www.four-eyed.com

PORTFOLIO: Please view samples here: www.four-eyed.com/samples.htm

WORK EXPERIENCE

>> **Owner, Creative Director:** Four-Eyed Chameleon, Inc., Wilmington DE, www.four-eyed.com 12/98-present

- own and operate all facets of a small graphic design company, serving primarily business-to-business clients
- design all client materials (i.e. print ads, logos, illustrations, websites, sales brochures)
- offer advertising and marketing services including: concept discussion/research, image illustration/editing, layout, copy
- conduct marketing campaigns and organize publicity to promote sales
- design and maintain company website
- manage all accounting and administrative responsibilities

>> **Graphic Designer:** Produce for Better Health Foundation, Hockessin DE, www.PBHFoundation.org 8/08-2/11

- visual communications for the Fruits & Veggies—More Matters® national health initiative: www.FruitsAndVeggiesMoreMatters.org
- conceptualize and execute design for corporate and branded print materials (i.e. annual reports, quarterly newsletters, catalog products, posters, consumer toolkits, research reports, sales brochures and flyers, industry publication ads, annual board meeting signage, invitation & materials)
- create and implement processes to improve Production Department operations (i.e. project timeline, client proofing and review system, image categorization and inventory)
- structure and maintain organization of Production Department files and archives

>> **Graphic Designer:** Federal Filings, Inc. (A Dow Jones Company, www.dowjones.com), Washington DC 1/98-12/98

- designed the concept, layout, and copy of print ads, sales literature and direct mail pieces for all of the company's business news products (print ads are published daily in the Wall Street Journal, trade magazines and directories)
- worked with the marketing manager and product managers to create successful advertising campaigns
- attended trade shows as an exhibitor to evaluate our marketing strategy versus the competitor
- designed and constructed a prototype web site for a new online product
- established and maintained a close relationship with the Wall Street Journal so as to promote our company and frequent placement of our ads in the paper
- created an effective tracking system to monitor monthly ad placement and response

>> **Marketing Manager:** Topp Portable Air, Philadelphia PA, www.etopp.com 5/95-4/97

- responsible for the success of all marketing and advertising efforts
- successfully opened a Washington, DC branch in October, 1996
- designed direct mail pieces, trade publication ads and new product literature
- negotiated and assessed projects for cost effectiveness
- communicated as Product Manager for one of Topp's distributorships

EDUCATION

>> **University of Delaware:** Newark, Delaware May, 1995

- Bachelor of Science in Business Administration
- Marketing Concentration, Management Information Systems (MIS) Minor

TECHNICAL SKILL

- MAC, PC
- Adobe InDesign, PhotoShop, Illustrator & Acrobat, Quark
- Microsoft Office

PROFESSIONAL ASSOCIATIONS

- 13th Annual Entrepreneurial Women's Expo: Graphic Design Basics for the Web, Workshop Instructor
- Delaware Small Business Development Center: Graphic Design Basics, Instructor
- The Advertising Club of Delaware: Professional Member, Treasurer, 2000-2001

Kerri Whittaker | Career Summary

Over fifteen years of success in both the business and creative sides of marketing makes me a unique commodity. I specialize in establishing new brands, as well as structuring strong messages around existing brands - my artwork then aligns an effective and efficient design concept with the strategy.

In 1999, I started my design firm Four-Eyed Chameleon, Inc., creating print and online visual communications materials for my clients. At the project start, an informational interview organizes fractured information, confirms the target audience, and uncovers a clear message for the project based on company marketing goals. This is translated into a design concept consistent with the brand and overall company mission, and executed using current technology and software. Given the nature and budget of the project, I will also work to find the most appropriate print and/or online vendors on my clients' behalf, and oversee any sub-contract work as needed. Please find logo illustrations, print materials, and website samples here: www.four-eyed.com/samples.htm.

Most recently, I have had the opportunity to demonstrate my professional skill full-time at Produce for Better Health Foundation. I was able to fully leverage the limited, non-profit resources to create high-quality print communications for nationwide distribution. These successfully reached a wide range of audiences including: annual reports targeted to the Board of Trustees, whimsical games and posters targeted to nutrition educators and young students, and a well-received handout summarizing our Fruits & Veggies—More Matters® brand, targeted to a White House children's health task force, led by First Lady Michelle Obama.

As well as conceptualizing and executing design at PBH, I developed and maintained numerous project management tools and processes, greatly improving efficiency. I created a custom project timeline, illustrating multiple-project scope over time. In addition, I determined the most efficient way to communicate with internal clients, providing the department with a straightforward and effective system for project review and approval – including the development of project request, schedule, and evaluation electronic forms. I also researched, customized, and implemented an online time-tracking tool – staying within budget and further improving efficiency and communication.

Thank you so much for your consideration!



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