

# Marguerite Oerlemans

212 533 2576 | New York, NY 10003 | MargoNYCstudio@gmail | mo-graphics.net | LinkedIn

## Production Graphic Designer

Versatile production graphics design professional with a proven background managing multiple projects from initial concept to final 4-color printing or digital/web posting while meeting tight deadlines. Strong communication, organizational and production skills with a demonstrated history of delivering projects for prestige New York companies. Areas of expertise:

- Creative for print and digital
- Brand alignment
- Ensure timely publication
- Adobe Creative Suite & Acrobat Pro
- Delivery of campaign assets
- Pre-press process for print files
- InDesign page layout and typography
- Social media graphics
- Mac and PC proficient

## Technical Skills

**Expert**—Adobe InDesign Illustrator Photoshop, Acrobat Pro and Interactive PDF, Bridge, Outlook, Workfront

**Working Knowledge**—AfterEffects, Dropbox, Epubs, Excel, Google Drive, HTML/CSS, PowerPoint, Word

## Experience

**VOYA Investment Management, New York, NY**

**April 2012–September 2019**

### Production Graphic Designer

- Created complex Adobe InDesign projects and campaigns containing photos, sidebars, charts, tables, graphs, and info graphics for print and web. Revised and converted materials for digital applications.
- Design and production of presentations, handouts, posters, brochures, ads, and invitations. Layout and design of digital art and banners for social media, emails, and blog postings.
- Played a major role in rebranding initiative from ING to VOYA to establish brand identity. Advised on brand guidelines and templates for best practices across all organizational communications.
- Proactively used Adobe Creative Suite to improve the timely delivery of creative materials to internal clients for printing, distribution and web posting.
- Produced 100s of quarterly updates, client communications, product sales collateral and research papers using InDesign, Illustrator (accessing Excel data forms) and Acrobat.
- Delivered complex, multi-axis charts using Adobe Illustrator charting software along with retouching and colorizing images with Adobe Photoshop.
- Maintained high standards of project management and service for marketing and company communications.

## Freelance Clients

**September 2001–April 2012**

The New York Times In-House Advertising, NYU Office of Ads & Publications, The Princeton Review, Prudential Investments, Scholastic, SparkNotes, Triumph Learning, McGraw-Hill, Workman Books, advertising agency clients

- Produced, designed and revised books for all ages—heavily illustrated student/teacher editions and study guides, learning game books, comic books, GRE/SAT specific instruction books.
- Delivered large 2-page ads, Out-of-Home campaigns, magazine and newspaper ads, web banner ads.
- Worked with artists setting up professional websites for personal branding and project look books.
- Designed and produced samples/mock-ups, custom packaging, mini-book shelves and large-scale ads.

## Education

- Graphic Design, Info Graphics and Print Production courses at School of Visual Arts, Parsons, NYU-SCPS and FIT
- Graduate Studies in Film at NYU
- Bachelor of Arts (BA) Hunter College