

ELIZABETH NARDI

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KEY ACCOMPLISHMENTS

- Designed suite of rebranded company templates for internal and external use, through InDesign, Word, and PowerPoint.
- Championed team training in After Effects to enhance increasing requests for motion graphic videos; leading to ongoing contract with Johnson & Johnson.
- Secured a fruitful partnership with content team after designing a sample webinar deck; greatly enhancing the product.
- Optimized SharePoint for easy project intake and assignment, and management of all creative files, assets, team documents, and contracts.
- Held advanced-user trainings for Word formatting techniques; ensured desktop publishing tools followed brand rules.



Skilled and innovative **Senior Creative Professional** with more than 10 years of extensive experience in Art Direction, Branding & Identity, Digital/Print, Project Management, Presentations, Design and Creative Team Leadership environments. Verifiable track record of producing and delivering award-winning work in a variety of formats on or under deadline. Demonstrated ability to successfully drive branding initiatives for internationally-known clients. Highly proficient in Adobe Creative Suite and Desktop Publishing.

PROFESSIONAL EXPERIENCE

Relias, Formerly OnCourse Learning (OCL) and Gannett Healthcare Group

Helping healthcare organizations & their staff deliver better clinical & financial outcomes to those under their care through a platform that employs performance metrics and specific gaps in clinical knowledge; addressing each with personalized and engaged learning.

Art Director | Instructional Designer

2012 – Present

- Managed and designed digital content offered through the online learning platform including images, illustrations, slides, course layouts, wireframes, and interactivities.
- Partnered, collaborated with, and managed the creation of comprehensive multimedia projects with oversight of advertisements, digital banners, emails, videos/motion videos, webinars, and B2B presentations.
- Gained a client contract through Band-aid brand after creating a motion graphic video for a new campaign; resulting in an ongoing relationship with Johnson & Johnson valued at over \$400K.
- Recipient of multiple industry awards in 2015 alone, including the Hermes Gold Award for Integrated Marketing – Nutrition, the APEX Award for Excellence in Social Media and Videographer awards for excellence in PowerPoint and motion graphics video series.

Allstate Insurance, Creative Circle

Northbrook, IL

The largest publicly held personal lines property and casualty insurer in America that offers car, home, property, condo, and renters' insurance, plus recreational vehicles like motorcycles, boats and more.

Document Specialist

2010 – 2012

- Responsible for the rebranding of more than 5,000 Allstate policy documents, endorsements and letters, including upgrading from non-template Word documents to an easy-to-update template with defined styling.
- Reduced replicas/unnecessary forms & aided editors in consolidating common letters to a smaller sum of usable models.
- Created guide for team members to easily navigate through templates; ensured they met brand requirements/image.

J.P. Morgan, Aquent**Chicago, IL**

A financial service leader who provides innovative solutions to clients; assisting in their business growth and wealth management for more than 200 years.

Creative Designer**2008 – 2010**

- Provided comprehensive design, marketing, and project management for the Chicago corporate offices of J.P. Morgan.
- Coordinated information relating to a full range of advertising materials, including selection of images, correct sizing, proper purchase rights of images and gathering information relating to target audiences, regions & various international standards as well as deadlines.
- Participated in the rebranding of J.P. Morgan and developed rebranded advertising templates in InDesign for the company's Treasury Services Marketing department; significantly reducing the amount of time necessary for users to generate & update documents following future rebranding initiatives.
- Coordinated up to 20 individuals in gathering event deliverables for inclusion in print and web materials, giveaway items, multi-media projects, and booths.
- Managed and coordinated projects nationally and internationally; while putting into consideration time differences and holidays to ensure completion & timely delivery.

The Quest Group, Inc.**Westmont, IL**

A small and privately held marketing and advertising agency specializing in design and production who began its business by producing Butterball gift checks, expanding to formatting and producing RFP's (Request for Proposal).

Document & Presentation Specialist**2006 – 2008**

- Coordinated and designed requests for proposal (RFP) documents and presentations based on established style guidelines and templates.
- Designed presentations for events and accompanying RFP responses using graphics and animation.

EDUCATION**Bradley University**

B.S. in Business Computer Systems, Minored in Multimedia

Peoria, IL

2005

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft SharePoint
- Basic HTML & CSS

RECOGNITIONS & AWARDS

- *Hermes Creative Awards* – Gold Winner in the 34c. Integrated Marketing Campaign, Nutrition Dimension, 2015
- *ASHPE Awards* – Publication of the Year, Nurse.com Magazine, 2015
- *Videographer Awards* – Excellence in PowerPoint, 2015
- *Videographer Awards* – Distinction for Motion Graphics Video Series, 2015