

Elaine Greywalker

715 W. 49th St.
Richmond VA 23225-4506
804.873.2585
e@heartwind.com

Summary

Designs brand-ready communications for corporate marketing specialists, producers, and trainers. Specializes in implementing complex graphic standards and developing customized graphic systems within those standards. Quietly manages design processes, people and projects while instilling trust and confidence. Adept at building out value propositions visually and in writing. Adapts rapidly to emerging needs. Uncovers latent assets and develops them into new offerings.

Software and Skills

InDesign, PhotoShop, Illustrator, Bridge, Quark, FrontPage, GoLive, MS Office, Project Management, Animation, HTML, Javascript, CSS, WordPress, Dreamweaver

Professional Experience

Aquent, Richmond, VA

2008 – Present

Graphic Designer

Communicated, implemented and clarified branding standards for regional and local marketing contacts for international insurance company. Designed mail pieces for national direct marketing firm.

- Designed marketing collateral for 70 corporate presidents and their producers staying within corporate guidelines, on time and under budget
- Created original illustrations and art work
- Expedited rebranding of acquisitions
- Managed relationships with corporate print vendors ensuring quality, timely delivery and favorable pricing
- Mentored and supervised a graphic designer
- Designed mail-ready marketing collateral within postal specifications

HeartWind Studio, Richmond, VA

1997 – 2000; 2008 – 2010

Principal/Owner

Directed independent creative agency. Developed and implemented creative concepts for collateral, ads, direct mail, visual displays, signage, and web sites for engineering and financial services companies. Managed resources and processes.

- Designed and adapted a wide variety of branded corporate collateral
- Became the “go to” person for a large financial services corporation
- Doubled direct-mail response rate by redesigning marketing brochure
- Developed and designed static and dynamic written and visual content for 80 page company web site
- Forged strategic alliances with local agencies
- Instrumental in bringing clients successfully to the internet
- Realized 200% ROI within first 18 months

SunTrust Bank, Richmond, VA

2000 – 2007

Senior Graphic Designer

Designed many 4-20 page print and electronic periodical publications. Managed multiple project priorities beating deadlines and exceeding expectations.

- Applied complex evolving brand identity systems to 20-30 publications for Retail, Wealth Management, and Commercial Banking lines of business, Human Resources, and Operations
- Identified under utilized internal resources, assisted in their development and sold the plan to internal

Creative Services Manager, continued

clients reducing overall production costs by at least 50% while maintaining quality

- Customized collateral branding for 4-6 annual corporate-sponsored events
- Designed collateral, ads, signs, web sites, and digital animations
- Trained and mentored two graphic designers
- Collaborated with vendors

The Graphics Gallery, Richmond, VA

1994 – 1997

Manager, Presentation Services

Conceptual development, creative direction, graphic design and production of digital presentations for agencies, corporations, and the Commonwealth of Virginia. Managed operating resources and processes.

- Conceptual development, graphic design, and project management of 3-7 digital presentations weekly
- Developed existing technology increasing sales by 30%
- Streamlined production processes increasing ROI by approximately 40%
- Produced 400 rush digital slides in 48 hours grossing \$10,000
- Reduced errors and returns by at least 50%
- Researched technology to design, create, and publish company's first web site
- Trained, supervised and mentored two employees

Virginia Department of Personnel and Training, Richmond, VA

1992 – 1994

Training Projects Coordinator

Implemented state-wide training projects for five management training executives.

- Developed unified graphic standards for conference collateral and promotional items
- Planned and expedited statewide conference for 350 Human Resource professionals
- Developed multi-media digital presentation
- Implemented software conversion of 5000 client database
- Researched, recommended and implemented media cataloging software

Education and Professional Development

B. A. Psychology, Virginia Commonwealth University, Richmond, VA

- President of local chapter of PsiChi (academic association)

B. A. Art & Design, Brigham Young University, Provo, UT

- Minors: Secondary Education and German; Teaching Certificate

Commercial Art Courses, Virginia Commonwealth University, Richmond, VA

- Coursework in typography, illustration and history of design

Certification, Linotype-Hell Color Pilot Scanning Certificate Course, Hauppauge, NY

- 5 day course in technical aspects of scanning and color correction using high-end scanners