



ABOUT ME

I am a lover of...

live music + musicals • decorating + renovating my home • my two furry cats organizing • great hugs • Instagram intentional discipleship • baking treats for co-workers • Pinterest • gardening Youth Ministry • getting lost in a good book • quality time with family + friends watching a great tv show • essential oils crafting • starbucks coffee • adoration the cuba marsh • meeting new people running *Knotted with Love* with my sister

creating a beautiful world.

TECHNICAL PROFICIENCIES

Work daily between both Mac OSX + Windows Platforms • HTML5 + CSS3 • Wordpress, Joomla + Squarespace Act-on, Constant Contact, Flocknote + MailChimp Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat Pro, Premiere Pro, After Effects) • Microsoft 365 (PowerPoint, Word, Excel, Outlook, Teams, SharePoint) iLife (iMovie, Keynote, Pages, iCloud) Google Apps (Gmail, Drive, Docs, Sheets, Forms) • Oracle VM Testing • Redmine Project Management • Basic level GIT • PHPmyadmin • ProPresenter • Freshbooks

EDUCATION

UNIVERSITY OF
ST FRANCIS

Class of 2008

Bachelor's Degree in Visual Arts
with a concentration in Graphic Design

Activities + Societies

Ministry Staffer for University Ministry, Art Director for Encounter Newspaper, Secretary of Campus Design Group, Varsity Softball Player for the Fighting Saints, help coordinate annual Religious Retreat-Koinonia, volunteered with Freshman Orientation Board

FREELANCE

Citrus Leaf Designs

I started this design boutique for the freelance work requests I get. I design a lot of brand identity, various marketing pieces + websites for independent companies along with custom wedding + special occasion invitations & collateral.

CATHERINE McGLAUCHLIN

Senior Graphic + Front-end Web Designer

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EXPERIENCE

Kantar – Lisle, IL

group is also known as Kantar TNS Employee Insights which was formally Lightspeed Research/the Foresight Group until 2010

Senior Data Design Specialist + EI Senior Designer | 2018 - present

Marketing Project Coordinator + Senior Designer | 2012 – 2018

Front-end Web + Graphic Designer | 2010 – 2012

Junior Web + Graphic Designer | 2008 - 2010

Data Design Team

- Support Business Development & Client Leadership teams across the business to deliver best in class proposals and deliverables for our clients
- Assist in the creative development of online dashboards by consulting with client teams on the best way to visualize the data for ease of use and understanding
- Be a Branding Ambassador by assisting colleagues both within Data Design and externally with our new Kantar branding guidelines ensuring general understanding and adherence

EI Marketing & Sales Team

- Manage the cohesive look and feel of EI branding throughout all collateral
- Work with copy writers to coordinate and layout digital + print marketing collateral from concept to print (brochures, postcards, specialty items, mailing outreaches, media packs, company website)
- Coordinate the professional printing and in-house print jobs and prepare artwork files for printing (paper survey work included)
- Designed and developed our tradeshow booths - also help with choosing the freebies that go to these shows like giveaway items, handouts and staff attire
- Build PowerPoint presentations & simple videos for various events, webinars, executive presentations & sales pitches
- Keep a detailed log of all projects that come to the designers for reference
- Support the creation of RFP PowerPoint Decks and other documents that need to look polished and professional

- Help coordinate the formal big pitch RFP process from request to submission.
- Coordinate and design all paper surveys from concept to print for our biggest clients

EI Software Development Team

- Design & implement skins for their online client toolset (both custom ones for clients and standard ones that are highly customizable by Project Managers)
- Help in new tool UI conceptualizing and styling (DIVE, Action Planning Tool, Manager AdHoc)
- Debugging various tickets
- Delegate CSS implementation work to designers in India for survey skins
- Help develop reports in PDF, PowerPoint and Excel (both custom ones for clients and standard ones)
- Design & create email templates for Project Managers to use for email blasts

EI Social Committee

- I was the lead coordinator of this group for 8 years
- I organized and coordinate monthly cocktail hours, personal milestone celebrations for coworkers, monthly social activities in the office, and various community outreach opportunities
- I also did most of the planning and coordinating on our 2 biggest events of the year: the Holiday Party and the Block Party Bash

St. Francis de Sales Parish - Lake Zurich, IL

Public Relations Coordinator | 2018 – present

After the past 10 years of working with the previous coordinator in a volunteer capacity, I recently took on the paid part-time role. Here is a look at my responsibilities:

- Editorial role with content coordination and creation and layout of our bulletin.
- Maintain the relationship with our bulletin printer & sales lead for advertising.
- Creation and launch of our parish-wide E-newsletter and other various email blasts.
- Maintain and create new content as needed on the website.
- Help coordinate and design advertising for local newspapers and publications.
- Help coordinate the social media posts for the parish. (Facebook and Instagram mostly)
- Set up registration and landing pages for a variety of school and parish events.