

# RENEE CHEEMA

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## EXPERIENCE

### GRAPHIC WEB DESIGN LEAD

03/2020 - PRESENT

*Utica National Insurance Group, parent company of Founders Insurance Company*

- Lead and develop brand identity and creative strategy for primary business segments
- Create layouts, wireframes and prototypes to establish artistic direction by segment for print, web, email marketing and digital publications
- Create and develop interfaces and responsive websites in line with UX best practices; responsible for all HTML and JavaScript coding
- Responsible for overseeing design direction, timelines, vendor relationships and measuring market research
- Participate in application testing to ensure adherence to functional and quality requirements

### GRAPHIC DESIGNER, CREATIVE DIRECTOR

02/2009 - 03/2020

*Founders Insurance Company*

- Creative director for all web projects, email and print marketing, and software project development (desktop and mobile)
- UX design based on consumer data profiling, usability, and web analytics
- Collaborate with in-house web developers and external network of retail insurance agents to develop innovative designs for online point-of-sale insurance raters
- Develop logos and branding strategies for independent retail insurance agents
- Manage internal brand standards to effectively communicate all Founders products as one brand

### OWNER, ART DIRECTOR

10/2007 - 01/2009

*Founders Insurance Company*

- Created and oversaw projects from concept to production including branding, direct mail, static and form-based websites
- Managed hiring of programmers, copywriters, and voice-over talent for clients

### FREELANCE GRAPHIC DESIGNER

08/2007 - 10/2007

*Upshot, Chicago, IL*

- Designed promotional pieces and edited sales book for Disney Vacation Club
- Assisted in keylining and preparing print files for production

### INTERN, CLIENT SERVICES

05/2006 - 08/2006

*Roman BrandGroup, Indianapolis, IN*

- Gained client-side experience by coordinating media planning with major print and television publications

## SKILLS

### CREATIVE

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Soundbooth), Wacom Intuos

### SOFTWARE/DEVELOPMENT

Coding (HTML, CSS, JavaScript, some jQuery), Bootstrap, Angular, Marketo, Microsoft Dynamics, Wrike Project Management

## EDUCATION

### BACHELOR OF ARTS, VISUAL COMMUNICATIONS DESIGN

2003 - 2007

*Purdue University, West Lafayette, IN*