

RENEE CHEEMA

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EXPERIENCE

Founders Insurance, Des Plaines, IL

Graphic Designer, Creative Director

February 2009 – Present

- 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
- Oversee all new web content on Founders' sites from editing to content placement
- 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 retail insurance agents
- Manage internal brand standards to effectively communicate all Founders products as one brand

Renee Bortoli Design, Chicago, IL

Owner/Lead Designer

October 2007 – January 2009

- 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

Upshot, Chicago, IL

Freelance Designer

August 2007 – October 2007

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

Roman BrandGroup, Indianapolis, IN

Client Services Intern

May 2006 – August 2006

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

SKILLS

Adobe Applications

Adobe Web Design Premium (versions CS3-CC): Illustrator, Photoshop, Dreamweaver, Flash, InDesign, Soundbooth, LiveCycle

Code Languages

Proficient in writing HTML and CSS; familiar with ActionScript and JavaScript (jQuery)

Computer Platforms

Experienced in both Mac and PC platforms

EDUCATION

Purdue University, BA in Visual Communications Design

West Lafayette, IN

2003-2007