

Brad T. Janowitz
South Milwaukee, Wisconsin
btjresume@wi.rr.com
<https://www.linkedin.com/in/bradtjanowitz>
www.bradtjanowitz.com

SUMMARY

Graphic Designer with extensive experience in print advertising from design to prepress in a production environment. Well versed in design concepts and architecture of web sites. Solid record of clearly communicating, analyzing and applying a variety of styles to meet client requirements in both print and web environments. Technical skills include:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver)
- QuarkXpress, Microsoft Office, HTML, CSS, jQuery, Javascript, PHP, Listrak and Wordpress

PROFESSIONAL EXPERIENCE

ICM Corporation, Milwaukee, WI

2015 to Present

Graphic Designer

Developed print and online marketing collateral for various in-house and external clients

- Worked under Marketing Department Supervisor to develop various print, and online materials for both internal and external clientele.
- Worked with various departments to create email marketing campaigns, as well as supportive printed literature to promote various product offerings.
- Designed various types of print media, such as fliers and catalogs, along brand guidelines for internal as well as external clients.
- General design work of labels, signage, and other utilitarian needs for internal departments and external clients.
- Provided graphics, images, and helped remodel company showroom.
- Provided backup and support documentation for government product audit.

Manpower, Milwaukee, WI

2014 to 2015

Milwaukee Electric Tool – Web Publisher

Coordinate data and images for various corporate resources to promote new product, and boost online sales.

- Aided in the transitioning of product information from an acquired company to current corporate standards.
- Gathered data and images for two large online retailers.
- Updated and enhanced information on a data warehouse site used by various retailers.

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Roundy's Supermarkets, Inc, Milwaukee, WI

2003 to 2014

Web/Graphic Designer

Developed direct graphic design of print advertisements, product brochures, direct mail, and online marketing collateral.

- Partnered with web administrator to maintain, and develop an eye appealing web presence.
- Collaborated with outside vendors to maintain strong, consistent web presences.
- Due to strong knowledge of Photoshop, selected to construct support material for a major marketing campaign from outside vendor files.
- Assisted supervisor with the creation of naming conventions for developing image library in order to streamline process while maintaining high level of creativity.
- Assumed responsibilities of photo archivist, and staff photographer in their absence.
- Developed support literature for internal employee survey, and internal brand awareness.
- Worked on projects for print marketing materials to support sales initiatives.
- Designed print marketing pieces such as direct mail circulars, corporate brochures, product tradeshow materials, in-store signage, banners and product packaging in support of sales and marketing strategies.
- Created logo designs for several in-store consumer options, such as nutritionist and pharmacy.
- Teamed with advertising to develop brand identities for various supermarket divisions within the company.
- Developed a reputation for working internally to build collateral information to support advertising strategies.

EDUCATION / SPECIAL TRAINING

BA, Drama, University of Wisconsin-Parkside, Kenosha, WI

Advanced Desktop Publishing
Visual Communication
Web Design