

## **Ed Redensek**

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### **OBJECTIVE**

To obtain a position equivalent to my qualifications, with an organization that encourages creativity and acknowledges achievement.

### **QUALIFICATIONS**

An accomplished marketing professional and multi-media designer, with over 15 years of print design and pre-press production experience, 9 years of web design and development experience, and more than 17 years of marketing and advertising experience. A proven track record for delivery and client satisfaction at all corporate levels for clients including: Sears, Solutia/Monsanto, TransUnion, General Motors, Universal-Orlando. An experienced business owner and manager, with excellent project and client management skills. A thought leader and communicator comfortable addressing any audience or issue.

### **EMPLOYMENT**

2002-2006 Creative Director, 4sight Communications LLC

Recent work includes design and implementation of web, print, and advertising projects for international corporations, manufacturers, educational institutions, universities and non-profit organizations. Projects include: Identity campaigns, CD-ROM development, web sites, advertising layouts, brochures and online advertising campaigns.

1997-2002 President - Creative Director, Ignition State, Inc.

Managed a staff of 40 employees including designers, developers, assistants, legal advisors, and financial professionals. Negotiated design and development projects for clients ranging from start-ups, to multi-national Fortune 500 companies. Main client contact and creative representative. Presented and directed concepts and implementation of multi-media projects including: marketing campaigns, web sites, e-commerce applications, and corporate communication applications.

1995-1997 Freelance Designer and Art Director

Embarked on entrepreneurial career as a freelance designer and art director, working on a variety of print and web design projects for clients including: advertising agencies, design boutiques, art galleries, Fortune 500 companies, internet/web design shops and non-profit organizations.

1988-1995 Advertising Manager, Claire's Stores, Inc.

Communicated with all levels of the organization to create and implement multi-national marketing campaigns and promotions. Designed all print, video and multi-media projects, including project direction for location photography, video studio production, in-store signage design and production, and product packaging. Responsible for \$5M annual media budget. Managed a staff of 4 designers, visual display, and copywriters.

### **EDUCATION**

1985-1986 Northern Illinois University - DeKalb IL

1986-1988 Associates Degree, Ray College of Design - Schaumburg, IL (now IADT Schaumburg)

### **AWARDS AND RECOGNITION**

1987 & 1988 Ray College of Design, Eleanor Katz Award for Academic Excellence, (2 years)

1990 Claire's Stores Inc., Charlotte Fischer (CEO) Outstanding Employee Recognition

1997 Yahoo Magazine, Honorable Mention and Brief, Top Snowboard Websites ([mwsnow.com](http://mwsnow.com))

## Ed Redensek – continued

### CAPABILITIES

#### Print Design

Project Types	Capabilities	Software
Logos	Layout	Quark Xpress
Fonts	Design	Photoshop
Brochures	Production	Illustrator
Annual Reports	Art Direction	Freehand
Stickers	Photography	PageMaker
Packaging	Illustration	In Design
CD and Media Labels	Retouching	Acrobat
Illustrations		Media Cleaner
Technical Diagrams		Fontographer
Charts		Dimensions
		Infini-D
		3D Studio Max

#### Interactive Design

Project Types	Capabilities	Software
Websites	HTML	Flash
Microsites	xHTML	Fireworks
Flash Intros & Demos	DHTML	BBEdit
Wizards	CSS	Dreamweaver
Interactive Campaigns	JavaScript	Frontpage
Newsletters	ActionScript	Premiere
Templates	Lingo	AfterEffects
CD-ROMs	XML/xSLT	Director
Quicktime		Visual Studio