

# AMY KRYNICKI

AMYKRYNICKI.design.com | linkedin.com/in/amykrynicky

## PRINT.WEB.IDENTITY

(815) 600-2454 | amy@AMYKRYNICKI.design.com

### SKILLS

**Technical (Mac & PC):** InDesign, Illustrator, Photoshop, Acrobat Pro, Dreamweaver, HTML, CSS, Bootstrap, WordPress, Microsoft Word/Excel/PowerPoint, iMovie, iDVD, Lightroom, Adobe Experience Design

**Traditional:** Concepting, Story-board/Mapping, Print Design, Web/Digital/Interactive Design, Art Direction, Logo Design, Brand Identity, Marketing/Consulting, Photography and Manipulation, Typography, Vector Illustration, Print Production, Writing and Editing, Managing Social Media, Video Creation and Editing, Problem Solving, Customer Service, Retail Background including Point of Purchase

### FREELANCE

**AMYKRYNICKI.design - Owner, Print & Web Designer** | Sept. 2014 to Present | Remote or On-site  
Waubensee Community College | Sept. 2016-Present  
St. Edward and Christ Church | June 2016-Present  
Aurora University | Aug. 2015-Present  
Prime Time Marketing | Oct. 2012-Present  
Shorewood Dental | Feb. 2011-Present  
Rita Sanders, MA, LCPC | Oct. 2014-Feb. 2015  
Erin Webster O'Sullivan, P.C. | July 2008-Feb. 2015  
NTN Bearing Corporation | Sept. 2012-July 2014  
Couture Vision | Oct. 2012-Nov. 2013  
Presence Medical Center | March 2009-Nov. 2010

### EXPERIENCE

**PUROHIT NAVIGATION - Art Director** | July 2015 to June 2016 | Chicago, IL

Supervised a team dedicated to the largest PhARMA account of the agency. Tasks included prioritizing workloads, art direction, brand ownership, concepts/collaboration, meeting deadlines, and presenting accurate files for print and/or digital while adhering to FDA, DDMAC, and PhARMA guidelines. Used Creative Suite CC for print and digital ads, direct mail, sales collateral, conference booths, and in-house advertising. Developed a successful process to transition accounts, editors, and creative departments from static to responsive web design. Created uniform responsive email and web page templates with formatted ISI per FDA guidelines. Successful training resulted in decreased errors and faster workflow.

**CAITLYN ELIZABETH PHOTOGRAPHY & DESIGN - Design Manager** | Sept. 2014 to Sept. 2015 | Oswego, IL

Used Creative Suite CC to create a new identity package for the company. Created a strategic marketing plan that included collateral print pieces, web, and social media which doubled the exposure and boosted client numbers. Managed and maintained the design workflow. Headed communication and coordination with clients. Followed processes to final presentation of print pieces or continued web updating.

**UNIVERSITY OF ST. FRANCIS - Creative Director** | June 2009 to April 2015 | Joliet, IL

Used Creative Suite CC to design internal/external print collateral and web graphics. Developed then executed yearly marketing and social media plans to reach multiple demographics. Mentored student workers. Served as liaison for in-house printer, outside printers, and vendors. Managed design projects including annual appeals, alumni communications, and recruitment materials. Worked with outside consultants in the rebranding the university. Re-designed print collateral, signage, department logos, and web graphics to reinforce the new branding throughout the university.

**RAGAN COMMUNICATIONS - Graphic/Web Designer** | Jan. 2008 to July 2008 | Chicago, IL

Used Illustrator and Photoshop CS3 to design advertising, logos and branding, web graphics, conference and exhibit collateral for B2B setting. Led two redesigns for websites and their corresponding publications. Created collateral design to incorporate printed material into online, web-based formats with high usability.

**LSDESIGNS - Graphic Designer** | June 2007 to Dec. 2007 | San Diego, CA

Used Illustrator, Photoshop and InDesign CS3 to create original layouts, ads and identity for Ceremony, Ocean and kidsLA magazines. Completed pagination for more than 1,000 pages.

**PINDAR SET - Studio Artist, Second Team Lead** | Oct. 2004 to May 2007 | San Diego, CA

Created Yellow Page advertising in Illustrator CS2. Used Photoshop CS2 to scan artwork, manipulate graphics and run photo processing and preflight actions. Ensured accuracy and satisfaction of product for internal and external customers. Met deadlines and multi-tasked in a fast-paced environment.

**MINUTEMAN PRESS - Graphic Designer/Production Artist** | Dec. 2003 to June 2004 | Joliet, IL

Developed business identities, logos, brochures and advertisements from concept through completion. Managed changing priorities and deadlines. Worked in customer service, four-color printing, process printing, pre-flighting, color separation, job project management, ordering paper, quoting and pricing jobs.

### EDUCATION

**THE ILLINOIS INSTITUTE OF ART** | Chicago & Tinley Park

Web Development Diploma | June 2014

BFA of Visual Communications | June 2003

### EXTRA

Member of SheSays Chicago | Placed First Runner-Up in PM360 2016 "Greatest Creators"