

## here is my goal

To use past, current and future experiences to design smart, creative and visually striking solutions to exceed client and consumer expectations.

## my journey to this point

### Andrew Pfeifer Design

Owner/Graphic Designer | Oct 2013 – Now

- Freelance design, specializing in small business marketing, corporate identity and web design.
- Finn R. Ambler M.D. F.A.C.S
- Central Illinois Orthopedic Surgery
- Eastland Open MRI
- Innovative Healthcare Strategies
- Thyme Craft Beer + Kitchen
- Sugar Halos Mini-Donuts

### Integrated Marketing - Peoria, Illinois

Formerly - Varsity Publications, Inc. - Pekin, Illinois

Art Director/Lead Graphic Designer | February 2007 – October 2013

- Director and team leader of ad creation, layout and printing departments
- Efficiently manage and coordinate design projects from concept to completion, including print production.
- Creative development of corporate identity and promotional materials
- Head graphic designer for small business marketing division
- In charge of client and vendor relations and negotiations

### Balance Health & Wellness - Pekin, Illinois

Art Director | January 2010 - November 2012

- Executed development of regional health and wellness magazine
- Responsible for all aspects of the magazine's creation from inception and conceptualization to layout, design and print production
- Development of their creative strategy and branding
- Designed all advertising for local magazine sponsors
- Communicated with advertisers, editor and authors in order to effectively meet production deadlines

## not so FREE-lance

2002 - Now

- Cracked Pepper Café, & Bakery
- Salt
- Sugar Wood Fired Bistro
- Morton Junior High School
- Morton Blaze Soccer Club
- Morton Youth Baseball Association
- Savvy Solutions, Inc
- Maxine's on Main
- The Cutting Edge

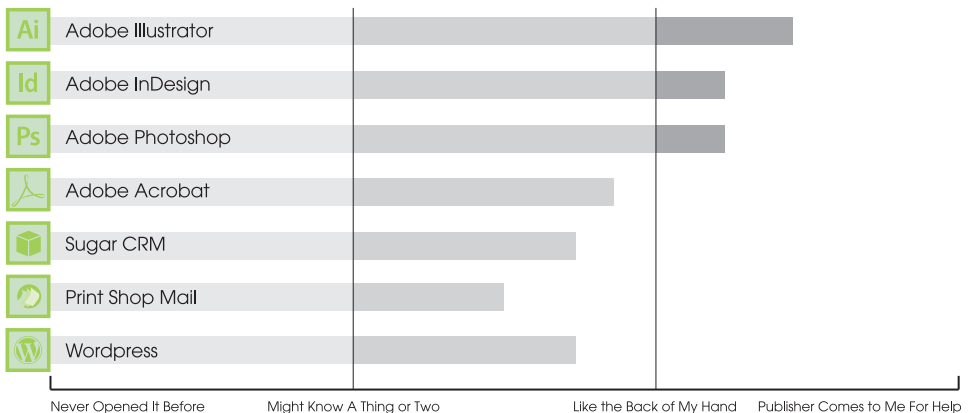
## jumping off point

### Illinois State University - 2002

Bachelors of Science

Major: Art with Sequence in Graphic Design

## what i know



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