

CHAD FIDLER

GRAPHIC DESIGN
WEB DESIGN
ILLUSTRATION

CHADFIDLER.COM
309.648.6441
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PROFESSIONAL PROFILE

A progressive artist specializing in web and print Graphic Design

- Senior Graphic Design Specialist with extensive experience in the management of the design process, from ideation to delivery.
- Experience in developing engaging and innovative digital and print designs for clients in a range of industries.
- Achieved success working in collaborative environments and providing leadership to design teams to conceptualize and execute effective marketing collateral.

SOFTWARE SKILLS

Adobe Photoshop	●●●●●●●●
Adobe Illustrator	●●●●●●●●
Adobe InDesign	●●●●●●●●
Adobe Dreamweaver	●●●●●●●●
WordPress	●●●●●●●●
HTML	●●●●●●●●
Microsoft Office	●●●●●●●●
Creativity	●●●●●●●●

PROFESSIONAL EXPERIENCE

Freelance Graphic/Web Design and Illustration Self Employed - 1/2017-present

- Created numerous sales promotions which included email campaigns, landing pages, social media graphics, websites, PPC banner ads and online catalogs.
- Designed print catalogs, trade show graphics and exhibit designs. Also education material such as brochures, flyers, and presentation graphics.
- Client work includes Whatnot Toys, Holston Medical Group, Great Start Life Insurance, Backyard Expressions, Tannins & Hops, MedPro Advantage, LLC.

Senior Graphic Designer

Direct Logic Solutions - 8/2006-1/2017

- Designed interactive web sites, online catalogs, e-newsletters, promotional emails, digital marketing, print advertisements, direct mail, and radio and tv ads.
- Managed, provided guidance and quality control while consistently meeting deadlines, a staff of in-house as well as freelance Designers.
- Client work included Hasbro, Mattel, TVG, Lionel, NASCAR, Chicago Bears, Round 2, Six Flags, Wolters Kluwer, Nancy's Notions.

Senior Graphic Designer

Outdoor Sportsman Group - 10/2002-8/2006

- Designed monthly columns and multi-page editorials for offset printing, digital printing, digital marketing, as well as specialty items.
- Provided guidance and quality control as Lead Designer.
- Successfully created designs for magazines that were published monthly and three times a month.
- Maintained and designed content for both Shooting Times and Firearms News' websites.

Graphic Designer

Progressive Impressions International - 2/2001-10/2002

- Created design campaigns from ideation to production in the fast paced market of print-on-demand and customized direct mailing. Full fledged multi-media campaigns to individual branding with elements like newsletters, programs, brochures, posters, letters, reward programs, etc.
- Designed for offset printing, digital printing, variable color data imprinting, print-on demand, internet advertisement, and such specialty items as greeting cards and full color comic books.
- Client work included IBM, State Farm, American Express, Caterpillar, Sea Doo, American Family Insurance, and Edward Jones.