

MIKE BEDENIAN

- 815.666.4181
- mbedenian@gmail.com
- linkedin.com/in/mike-bedenian
- bedeniandesign.com

SUMMARY

Accomplished and seasoned art director with over 25 years of experience developing creative campaigns, designing visuals, and leading creative teams. Highly skilled in creating captivating visuals that convey complex concepts. Proven ability to generate innovative ideas and develop content for multimedia platforms to meet strategic business goals.

SKILLS

Extensive knowledge of software, including Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Adobe Acrobat, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, CSS, HTML, and multiple cloud-based design tools. Well versed in both Mac and Windows platforms. Highly skilled in photography with 35mm and digital cameras. Traditional cut and paste and architectural rendering.

EDUCATION

Attended Computer Training Source, Inc., Web Design/Web Developer, Chicago, Illinois
Bachelor of Arts in Graphic Design, Columbia College Chicago, Chicago, Illinois
Attended Southern Illinois University, School of Architecture, Carbondale, Illinois

AWARDS

MarCom Awards: Honorable Mention, Illinois CSI email newsletter

EXPERIENCE

Graphic Designer and Brand Manager

2022–Present

Greater Joliet Area YMCA | Joliet, Illinois

- Designed and managed the YMCA brand for the association's three branches. This included print and digital marketing/promotional materials, apparel, and interior and exterior signage.
- By using a consistent design, improved Sessional Session Guide for online and print.
- Planned and designed the interior and exterior spaces for the construction of a new YMCA facility.
- Collaborated with staff across associations to help develop marketing campaign plans and execution, resulting in an 8% increase in membership.

Art Director

2020–Present

Bedenian Design | Plainfield, Illinois

- Collaborated with clients to help define and create brand identity and develop marketing materials; resulting in a cohesive and brand consistent look and feel.
- Project managed the launch of a new website with promotional content for social media and email campaigns.
- Created corporate identity for artist, including logo for online presence.
- Designed a logo for a home repair and improvement business.

Graphic Design Specialist

2012–2019

American Institutes for Research | Naperville, Illinois

- Designed research-intense material, including brochures; annual reports; research briefs; infographics; responsive email campaigns; websites; conference displays; and presentations with intensive use of graphics, charts, graphs, and tables.
- Improved visibility of new national education standards by designing and developing presentation materials and promotional pieces.
- As a graphic design specialist, created templates in InDesign, Microsoft Word, and PowerPoint.
- Designed and coded custom responsive email campaigns that led to a 10% increase in click-through rates.

Freelance Graphic Designer

2012

Wilson Sporting Goods | Chicago, Illinois

- Designed packaging and product graphics for individual and team sports; created custom ads for both print and web promoting the Wilson brand.
- Collaborated with design team in design and production of seasonal equipment catalogs that were completed on-time and under budget.
- Created a design printed on catcher equipment for the 2012 National Baseball League All-Star games.

Senior Art Director

2003–2011

Summit Media Group - Automation World Magazine | Chicago, Illinois

- Designed and produced monthly magazine, six smaller monthly supplemental publications, and special editions.
- Created a new consumer look for a start-up trade publication that influenced industry design trends for trade magazines.
- Collaborated with marketing and sales staff to design promotional campaigns, events, and yearly media guides to help increase ad sales by 200 percent.