








# LORI ELWELL

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## CONTACT

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## CORE COMPETENCIES

Environmental Graphic Design  
Planning & Wayfinding  
Donor Recognition Signage  
Project / Program Management  
Zoning Analysis  
Permit Procurement

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## EDUCATION

MBA  
*Leadership Focus*  
Franklin University  
Columbus, OH  
2006

Bachelor of Fine  
& Professional Arts  
*Graphic Design*  
Kent State University  
Kent, OH  
1991

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## TECHNICAL SKILLS

Microsoft Office Suite  
CorelDraw Graphics Suite  
Epicor Vista | CaSper | Exesite  
Adobe Illustrator (Intermediate)  
Adobe Photoshop (Intermediate)  
BobCAD | ISRouter




## PROFESSIONAL PROFILE

*Dedicated MBA professional with 30+ years of experience in environmental graphic design, planning & wayfinding, project/program management, zoning analysis and permit procurement. Committed advocate for knowledge management and best practices to ensure successful results for both company and clientele.*

*Industries served: Construction, Financial Services, Food & Beverage, Healthcare and Retail.*

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## QUALIFICATION HIGHLIGHTS

-  10+ years in a supervisory role as project design manager; Oversaw numerous sign programs from initiation, design, permitting and manufacturing through installation.
-  Proven success working in close liaison with architects, engineers, design and marketing consultants, construction managers, planners, developers, governmental entities, subcontractors, manufacturing and internal staff.
-  Organized individual with strong attention to detail and company protocol.

## PROFESSIONAL EXPERIENCE




### VICE PRESIDENT – PLANNING & DESIGN

Smart Sign Systems – West Newbury, MA – 2015 - Present

Creative leader focused on cultivating strong relationships while executing and managing affordable signage and wayfinding programs.

- Conduct comprehensive research and analysis of facilities to create programs that are innovative and maintain ADA, NFPA, and Life Safety requirements/guidelines.
- Design, organize and present concepts and pricing proposals to various stakeholders: construction, facilities, marketing, senior management and wayfinding committees.
- Collaborate with cross-functional teams to ensure brand, regulatory and deployment requirements are maintained. Work closely with external vendors, fabricators and consultants to ensure quality control and timelines are met.
- Record and update existing client master signage files as needed.
- Partner with senior management to develop all creative business efforts: Design corporate identity, marketing collateral, tradeshow graphics and all sign templates.
- Research latest industry materials and technologies to improve product offerings.

### Key Contributions:

-  Transformed Heywood Hospital's sign program improving the patient, visitor and staff experience. Awarded contracts to update interior, exterior and donor recognition signage for the Heywood Healthcare brand across Athol Hospital, Quabbin Retreat, and Tully Family Medicine.
-  Revamped Brooksby Village's interior sign program to provide aide to its resident population navigating the 90-acre campus. Designed and implemented all wayfinding and identification signage across 16 buildings and 70+ floors.
-  Fostered a positive rapport with Lowell General Hospital by providing exceptional design, project management and customer service. This strong alliance granted the company all interior/exterior signage projects under the Circle Health umbrella.



## MAJOR PROJECTS

Baton Rouge General Medical  
Bob Evans  
BP Oil  
Brooksby Village  
Cold Stone Creamery  
Check Smart  
Circle Health  
Concord Hospital  
Eye & Lasik Center  
Fifth Third Bank  
Heywood Healthcare  
Institute of American Indian Arts  
Jackson Hewitt  
Limited Brands, Inc.  
Lowell General Hospital  
MCC Academic Arts Center  
Red Roof Inns  
Sturdy Memorial  
Tim Hortons  
Wendy's International

## CHARITABLE INVOLVEMENT

Member of NE-W4K  
[www.ne-w4k.org](http://www.ne-w4k.org)

## PROFESSIONAL EXPERIENCE Continued

### PLANNING & DESIGN SPECIALIST

Sign Systems Solutions – Boston, MA – 2011-2014

Conceptualized and managed various signage projects from planning, design to quotation.

- Generated complete proposals for client review. Proposals included quotes/message schedules, location plans, sign standards, digital overlays and site-specific drawings.
- Prepared and presented PowerPoint presentations to client teams.
- Produced shop drawings and prototypes for proposed signage; Formatted and color matched digital inserts to prepare for print process.

#### *Key Contribution:*

- Developed successful interior and exterior wayfinding program for Lowell General Hospital's Legacy project generating over \$250K in sales. Project strengthened client relationship granting further assignments at the Main and Saints Campuses.

### PROJECT DESIGN MANAGER

Custom Sign Center, Inc. – Columbus, Ohio – 2005-2010

Managed all phases of the company's second largest national sign program, Tim Horton's, from design into permitting and manufacturing. Supervised and mentored a design team of 3-4 individuals ensuring company's best practices.

- Performed pre-construction analysis of architect and civil engineer's construction and structural drawings to determine site-specific details.
- Composed and revised complete sign submittal proposals for site plan, area zoning and graphics commissions, and planning board review.
- Developed, edited and expedited proposal packages and quotes in response to RFI, RFP, RFQ and NTP's of various client cross-functional teams.
- Organized and managed multiple project files, records and schedules to facilitate the successful openings of units; transferred all documents to local server.
- Created product standards manuals for several national accounts; Established model classification numbers, enabling efficient project management and brand consistency.

#### *Key Contributions:*

- Successfully transitioned Tim Horton's sign program into 2010 new corporate branding concept; Facilitated 50+ exterior sign renovations during the U.S. co-branding initiative between Tim Horton's and Cold Stone Creamery.
- Created over 750 package submittals resulting in 95% approval rate.
- Earned MBA to improve business management skills with a focus on leadership.

### SENIOR DESIGN COORDINATOR / PERMIT PROCURER

Custom Sign Center, Inc. – Columbus, Ohio – 1994-2005

Provided comprehensive design, project coordination and zoning analysis for various national programs and small-scale business clientele.

#### *Key Contributions:*

- Created over 5,000 custom-design exterior graphic solutions producing 80% sales retention; Lead designer for two national sign programs, Check Smart & Tim Horton's, totaling 700+ stores.
- Generated and submitted over 500 permit applications. Frequently cited by zoning and building officials as having the "most thorough and accurate sign permit submissions of any company."