

Bev BLOESCH

SENIOR DESIGNER/
ART DIRECTOR

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609-220-2410

WWW.BEVBLOESCH.COM

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Express
- Microsoft Power Point
- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- Social Media
- Web Graphics
- Email Marketing
- Layout
- Typography
- Photoshoots
- Hand-drawn Illustrations
- Infographics

EXPERIENCE

Creative Lead/Project Manager for the Philadelphia Metro Region Creative Lead for South Central Region (TX, TN, OK & Gulf States)

Arthur J. Gallagher Insurance (October 2022 - Current)

- Lead designer providing creative direction, comprehensive design solutions, brand alignment and strategic planning for employee communication across many diverse industries. (ie education, manufacturing, healthcare, hospitality, entertainment, financial services and telecommunications)
- Facilitate and lead client collaboration sessions to develop tailored and impactful employee benefit journey road maps, experiences, outcomes and deliverables.
- Responsible for driving significant growth and expansion of employee communication options beyond traditional methods
- Manage four design team members across business units and engagements; serve as a mentor for several junior design team members; work with team to develop goals and provide performance feedback

Senior Creative Designer

USVision (May 2021 - October 2022)

- Created compelling marketing materials that drove successful customer response and product sales (ie in-store signage, brochures, direct mail, animated emails, and social media graphics)
- Collaborated with the marketing team to develop creative concepts across multiple optical retail hosts such as JCPenney, Boscovs and Meijer
- Maintained production schedules, organized photoshoots and managed brand guidelines for multiple vendors
- Conceptualized and designed logos for in-house eyewear products and retail stores

Senior Art Director & Production Manager

travAlliancemedial, LLC (November 2012 - March 2020)

- Designed and managed the production of several monthly B2B travel trade publications and digital assets across several brands
- Maintained strict publication schedules while managing advertisers, vendors and mail house to ensure successful publishing
- Created and maintained brand standards across multiple publications
- Designed concept covers and monthly infographics

Freelance (1996-2021)

- Conceptualized and produced catalogs, magazines, books, brochures, newsletters, annual reports, advertorials, marketing campaigns, direct mail, logos, product signage and digital media across a wide range of industries
- Maintained professional relationships with printers, artists, photographers, small business owners and corporate leaders

EDUCATION

BFA in Graphic Design, Cum Laude

Tyler School of Art, Temple University, Philadelphia PA

ACCOMPLISHMENTS

- Member of AIGA of Philadelphia
- Self-published a children's book
- Worked with charitable organizations called "My Best Day So Far"