



Bev  
BLOESCH

GRAPHIC ARTIST

[www.bevbloesch.com](http://www.bevbloesch.com)

[bloesch@comcast.net](mailto:bloesch@comcast.net)

609-220-2410

## EXPERIENCE

---

### Creative Lead/Project Manager

Arthur J. Gallagher (October 2022-Current)

- Provide creative direction, comprehensive design solutions, brand alignment and strategic planning for clients across many diverse industries using data and analytics that drive employee engagement
- Create benefit communication brand guidelines for multiple industries that include, but not limited to, education, manufacturing, healthcare, hospitality, entertainment, financial services and telecommunications
- Explore and implement multimedia solutions for clients seeking to deliver benefit employee content in unique and thoughtful ways

### Senior Creative Designer

USVision (May 2021-October 2022)

- Translated creative briefs into design concepts that drove customer response and product sales while maintaining production schedules and brand guidelines
- Collaborated with the marketing and creative team to develop consistent concepts across multiple retail hosts such as JCPenney, Boscovs and Meijer
- Conceptualized and designed brand logos using iconography, typography and illustration techniques
- Produced compelling marketing materials such as in-store signage, brochures, direct mail, animated emails, digital media and social media graphics
- Managed photoshoots for products and theme-related social posts

### Senior Art Director & Production Manager

travAlliancemedial, LLC (November 2012-March 2020)

- Designed and managed production of several monthly travel trade publications and digital assets across several brands
- Created and maintained brand standard across both publications
- Maintained strict production schedule
- Designed concept covers and monthly infographics

### Bev Bloesch Graphic Artist (1996-2021)

- Designed and produced various projects across a wide range of industries such as catalogs, magazines, books, brochures, newsletters, annual reports, advertorials, marketing campaigns, direct mail, logos, product signage and digital media
- Maintain 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

## SKILLS

---

- Visual Communication | Concept Development
- Adobe CS: InDesign: Illustrator | Photoshop | Acrobat
- Microsoft: Power Point | Word | Excel | Outlook
- Social Media | Web Graphics | Email Marketing
- Layout | Typography | Photoshoots
- Illustrations | Procreate | Infographics