

technical skills

- Advanced Adobe Creative Cloud Suite
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe After Effects
 - Adobe Premiere Pro
 - Adobe Acrobat
 - AI-Firefly
 - AI-Generative Fill
- Figma
 - Bannerify Plug-in for animated banner ads
- 2D Animation
- HTML5
- Asana Project Management
- WF Proofing Tool
- Mail Chimp
- Photography: DSLR.
- MS Office
 - Word
 - Excel
 - PowerPoint
- InCopy, K4, InMath

soft skills:

- independent self-directed
- creative
- intelligent
- problem-solver
- always curious/learning
- collaborate with team
- coworker mentoring/ professional development

education

Udemy: Figma

Udemy: The Complete Digital Marketing Course

Photography Workshops

American Academy of Art

Milwaukee Institute Art & Design

website

www.ellengurak.com

summary

Multi-faceted design professional with a wide range of experience including corporate design (packaging, retail display, collateral), digital design/production (social, banner ads), 2D animation/motion, text book production, photography, and illustration. I am equally happy working as a production artist, as I am conceptualizing. Working independently or as part of a team, I can take a project from sketch to final art and production, following brand guidelines, utilizing the latest technology (Adobe Creative Suite) and innovative thinking.

experience

Content Producer/Digital Designer - Holland America Line I Aug, 2022 to current

Design:

- digital design
- social media design & animations
- static & animated banner ads
- website
- email campaigns

- print: advertisements/flyers
- convention display
- out-of-home: billboard, transit stands, stadium LED displays
- buswraps

Motion Design:

- motion and video production
- animation
- banners ads

- social media display ads
- website
- transit stand signage

Freelance Graphic Designer/Photographer/Illustrator I current

Support a variety of clients through design, motion, photography and illustration.

Photography:

- product photography
- hero/glamor shots on white
- post-production editing
- shoot in my studio or
- at client's location with my portable studio

- Lifestyle product photography
 - includes shoot planning
 - sourcing the models
 - location scouting
 - photography
 - post production editing to match brand standards

Partial Client List:

- Ameda, Inc.
- Audubon Nature Institute, Audubon Aquarium, Audubon Insectarium, Audubon Zoo
- Holland America Line

- KnowledgeWorks Global Ltd.
- National Carwash Solutions Vehicle Services (Formerly Zep Vehicle Services)
- Symmetry Creative Production

Photographer—Medela I 5.2009–12.2019

- set up in-house photography studio
- research lighting, camera equipment, backdrop
- teach other designers to shoot product (clear product on white background).
- manage photo shoots;
 - source models
 - scoute locations
 - work with PM to define shot lists
- support behind the scenes on day of shoot
- serve as photographer on several product shoots
- photograph Medela corporate events, company picnic, scholarship award ceremony, congressman visits, etc.
- shop for props/wardrobe
- source hair/makeup artist

continued

ellen gurak

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designer | motion graphics | photographer | illustrator

references

Susan Rappin

Vice President Marketing:
Ameda, Inc.
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Christine Birkett

Director, Creative Services:
KnowledgeWorks Global Ltd.
cabirkett@gmail.com

Ashley Bonnes

Product Marketing Manager,
Patient Solutions:
Wolters Kluwer Health
ashley.elizabeth.1006@gmail.com

Pat Criswell

Marketing Services Manager
at Zep/NCS Vehicle Services
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Megan Quinn

Corporate Communications
Specialist, Americas: Medela
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Amanda Moody

Marketing Leader / Event
Master / Business
Development:
Northgate Technologies, Inc.
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Beth Morrison

Director of Art, Design and
Photo: Symmetry Creative
Productions
beth.a.morrison@gmail.com

Scott Maurus

Senior Marketing Manager: BD
scottmaurus@yahoo.com

Rachel Mennell

(former) Director of Marketing
and Communications &
Services: Medela
rsmennell@gmail.com

website

www.ellengurak.com

Senior Graphic Designer Lead—Medela | 5.2009–12.2019

- redesign/update look of all collateral materials to be consistent with new branding standards:
 - packaging
 - brochures
 - sell sheets
 - posters
 - postcards/mailers
 - newsletters
 - email campaigns
 - PowerPoint presentations
 - instruction manuals
- work with internal clients to conceptualize and create visually appealing and persuasive marketing pieces.
- conceptualize with Social Media Team to create graphics/animations for Facebook, Instagram, Twitter, LinkedIn.
- create animated stickers for Instagram.
- work with Paid Media Team to create A/B facebook advertising
- create interactive PDFs
- tradeshow display design
- retail display design
- propose solutions that increased staff efficiency
- art direct photography
- color correcting and photo retouching within Photoshop
- organize image library
- final preflight/production of files within Illustrator, InDesign, Photoshop
- work with external vendors for quotes and printing options
- attend press checks
- self-directed, manage several ongoing projects to ensure deadlines were met
- supervise, mentor, train junior graphic designer

Graphic Designer—Anthology (educational publishing) | 2005–2009

Designed engaging, entertaining, and educational materials: leveled readers, textbooks, teacher's editions, student editions, paperbacks, magazines, tradebooks, posters. Textbook and icon/logo prototyping. Cover and interior design: paperbacks and leveled readers. Photo research supporting images.

Lead Composition Artist—H&S Graphics (educational publishing) | 2002–2005

Supervised 6 comp artists on the History, Science, Technology project (three 1200+ page textbooks). Took ownership of entire project: set up/maintain templates, font management, weekly status meetings with client and sales rep, maintain binder of spec changes and updates, communicate changes to comp artists, check other's work before submitting pages to proofreading. Excellent technical skills in InDesign: thoroughly understand the best use of master pages, parent pages, paragraph styles, character styles nested styles, object styles, library, in-line graphics, snippets—all to allow fast and accurate production of multiple pages, under very tight deadlines.

Composition/Typesetting Dearborn Real Estate Education Publishing | 2001–2002

Typesetting and production of 300+ page trade and industry textbooks for Real Estate education materials. Responsibilities: type edits on MS, input on book design, creating style sheets (in Quark) based on the element list and typespecs, setting up master pages, tagging and pouring text, anchoring text and graphic boxes, importing graphics, creating postscript files, pdf files, and send/ftp to the vendor. Also responsible for resolving type conflicts, creating/modifying illustrator and/ or photoshop graphics/scans, troubleshooting. Specializing in speed, accuracy, and consistency.

Studio Berkano (Berkano Productions (New Orleans) | 1999–2001

In-house graphic designer and video production for video production house, marketing firm and advertising agency.