

# gail schneiderman

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## Education

### University of Illinois at Urbana - Champaign

Bachelor of Fine Arts in Graphic Design with Communication Minor, May 2022

- Distinguished Chancellor's Scholar, Campus Honors Program
- James Scholar, Fine and Applied Arts Honors Program
- Dean's List: Spring 2019 - Spring 2022
- GPA: 3.95/4.00

## Experience

### Graphic Design Intern - Post-Grad, January 2023 - July 2023

**Tier One Partners** / Chicago, IL

- Prioritize work for 7 clients; projects include business cards, social graphics, digital ads, icons, logos, one-pagers, infographics, slide decks, and gifs.
- Collaborate with a 10 person team of designers and copywriters to create cohesive designs
- Animate 5+ social graphics
- Formulate text and raw data into 20+ compelling and informative infographics

### Associate Designer, August 2022 - December 2022

**Equilar** / Chicago, IL

- Collaborated with a 9 person team to create an integrated marketing strategy
- Designed 30+ projects including ads, HTML webpages, meta images, data reports, icons, social graphics and email signatures
- Established event themes and carried them throughout different formats with the use of colors, fonts, and aesthetics

### Design Intern, June 2021 - August 2021

**University of Illinois Office of Corporate Relations** / Champaign, IL

- Designed two 70-page thematic magazines that adhered to U of I style guide
- Applied information design by researching articles, collecting images, following a cohesive design, writing copy, and adding interactive elements
- Presented designs to the Marketing Associate Director for input and explored revisions

### UI/UX Project Lead, January 2021 - May 2021

**Siebel Center for Design** / Illini Dads Association / Champaign, IL

- Applied design thinking to conduct interviews with users and experts, hold brainstorming sessions, iterate designs, and incorporate feedback to develop landscaping and graphics
- Illustrated environmental graphics
- Motivated a team of 4 and collaborated with 3 project leads to create a cohesive design

### Digital Communication Intern, August 2020 - May 2022

**Illini Hillel** / Champaign, IL

- Revamped website navigation to be clear and intuitive for better user experience
- Managed 50+ website pages through design updates and considering SEO
- Developed centennial campaign branding including logo, website, and messaging
- Designed weekly emails that engaged 3,000+ subscribers and balanced content and length
- Collaborated with 4 interns to maintain consistent branding across platforms

### Design Intern, June 2020 - August 2020

**Jewish United Fund** / Marketing Communication Department / Chicago, IL

- Designed 20+ projects including animated social media posts, print ads, HTML emails, fliers, event slides, and magazine spreads
- Communicated with Creative Director to discuss work and progress, and incorporate feedback
- Collaborated with a 20 person team while working remotely using Teams

## Skills

**Adobe:** Illustrator, InDesign, Dreamweaver, Photoshop, Acrobat, Premiere, XD, After Effects

**Microsoft Office:** Teams, Docs, PowerPoint, Excel

**Web:** HTML, CSS, JavaScript, Wordpress, Wix, HubSpot, Constant Contact, Flippingbook,