Conner Freeman

Graphic Designer │ Chicago, IL

CONTACT

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OBJECTIVE

After several years of designing for real estate and financial services, I would like to continue my growth as a designer by working with new brands, learning new tools and taking on larger responsibilities.

EXPERIENCE

Senior Graphic Designer │ JLL │ Dec. 2020 – Present
Graphic Designer │ JLL │ Jan. 2018 – Dec. 2020
- Produce all materials for property marketing and financing, including offering memorandums, reports, pitch decks, branding, eblasts, advertisements and social media announcements
- Design 50+ page editorial layouts with rich art, copy and data visualization
- Own multiple projects from start to finish, while managing shifting priorities and deadlines
- Advocate for good design in conversation with analysts, brokers, clients and stakeholders
- Collaborate with local and national design teams, while maintaining a massive library of shared assets
- Interview, onboard and train fellow designers & interns

Production Designer │ Dream Town Realty │ Jan. 2016 – Jan. 2018
- Design direct mail, eblasts, logos and outdoor/web/print advertising for residential real estate
- Create flexible templates for property brochures and direct mail campaigns
- Utilize established brand templates for expedited work
- Serve a team of over 100 real estate brokers

Freelance Designer │ Various Clients │ May 2014 – Jan. 2016
- Design environmental trade show graphics, whitepapers and various marketing pieces
- Source images and retouch photos
- Create vector graphics for web and vinyl plotters

Intern │ DuPage Children's Museum │ May 2012 – Aug. 2012
- Design, write and manage social media content and blogs
- Collect and compile social media metrics
- Film and edit video for social media and internal R&D

SKILLS & TOOLS

- Logo Design, Layout, Typography, Illustration, Brand Guidelines, Data Visualization, Pitch Decks, Advertising, Animation, Photography, Videography, Print Production, Social Media, Retouching, HTML
- Proficient in Adobe InDesign, Illustrator, Photoshop, Lightroom, Acrobat, Microsoft Office Suite, MacOS, ArcGIS; Familiar with After Effects, XD, Figma, Premiere

EDUCATION

Bachelor of Science in Advertising │ University of Illinois Urbana-Champaign │ Grad. June 2014
- One of 16 students chosen for an advanced advertising program
- Additional studies in Graphic Design, Art and Art History