Conner Freeman

Graphic Designer | Chicago, IL

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Objective

Multidisciplinary graphic designer with nearly 10 years of in-house design experience. Seeking to apply my creative design and visual storytelling skills in new industries and take on larger responsibilities.

Experience

JLL
Senior Graphic Designer, Jan 2020 - Present
Graphic Designer, Jan 2018 - Jan 2020

- Design all marketing materials for the sale and finance of commercial real estate properties and developments
- Build pitch decks to win new business worth $1MM+
- Design for print and digital media including layouts, social media, email, pitches, reports, advertising, branding and motion
- Advocate for good design while working with analysts, brokers, clients and other non-designers
- Maintain a massive library of shared assets with local and national teams
- Manage several projects at once while balancing shifting priorities and deadlines
- Interview, onboard and train junior designers and interns

Dream Town Realty
Production Designer, Jan 2016 - Jan 2018

- Support a team of over 100 brokers with custom and templated sales materials
- Design direct mail, brochures, emails, branding and advertising for digital, print and outdoor
- Contribute to development of marketing strategies for individual real estate agents

Freelance
Graphic Designer, May 2014 - Jan 2016

- Design environmental graphics, whitepapers and various marketing pieces
- Create vector graphics, source images and retouch photos

DuPage Children's Museum
Marketing Intern, May 2012 - Aug 2012

- Design, write and manage social media content and blogs
- Collect and compile social media performance metrics
- Film and edit video for social media and internal R&D

Design Skills

- Editorial & layout design, typography, data visualization, pitch decks, motion graphics, illustration, branding, social media, advertising, photography, videography, print production and web development

Tools & Technologies

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, After Effects, Premiere Pro, Acrobat), Figma, CSS, JS, Audio & Video, Microsoft Office Suite, MacOS

Education

University of Illinois Urbana-Champaign
Bachelor of Science, Advertising, Graduated June 2014

- Coursework in Advertising, Art Direction, Graphic Design, Art and Art History

- One of 16 students chosen for advanced advertising program taught by industry veterans