



## about me

As a graphic designer with over 25 years of experience, I have a passion for creating visually stunning designs. My goal is always to exceed my employer/clients' expectations and deliver designs that are both aesthetically pleasing and functional. I inspire a culture of teamwork and optimism, bringing solutions and a positive attitude to every project.

## skills

- Illustrator
- Photoshop
- InDesign
- Acrobat
- MS Office
- AI Tools
- Project Management
- Communication
- Organization
- Efficiency

## contact

- 📍 Chicago, IL
- ✉ marijke.shaffer@gmail.com
- ☎ 513-615-9134
- 🌐 /marijke-shaffer

## education

**The Modern College of Design**  
**Kettering, OH**  
Associate Degree /  
Advertising Art & Illustration



**marijke shaffer**

ONLINE PORTFOLIO • [marijkedesigns.com](http://marijkedesigns.com)

## experience

**Senior Graphic Designer | HH Global | Chicago, IL**  
2023 – Present

- **Create sustainable in-store displays:** Develop innovative semi-permanent and permanent display designs that not only enhance brand visibility but also incorporate sustainable materials and practices, aligning with the company's commitment to environmental responsibility.
- **Focus on packaging design for Value Added Products (VAPs):** Design innovative packaging solutions that highlight the unique features of VAPs, balancing aesthetic appeal with functionality to drive consumer interest and sales.
- **Design impactful logos and signage:** Craft visually compelling logos and signage that effectively communicate brand identity and resonate with target audiences, ensuring consistency across all marketing channels.
- **Present design concepts to clients:** Lead engaging presentations to clients, showcasing design concepts and strategies while articulating the creative vision and rationale behind each project to foster strong client relationships.
- **Retouch product images:** Utilize advanced photo retouching techniques to enhance product imagery, ensuring that all visuals meet high standards of quality and appeal for marketing campaigns.

**Senior Graphic Designer | OBERWEIS DAIRY | North Aurora, IL**  
2007 – 2023

- Designed corporate, store and home delivery materials: point of purchase, brochures, flyers, signs, banners, packaging, menus, door hangers, folders, print/digital ads, t-shirts, social media and web graphics, and e-blasts.
- Orchestrated and directed 60+ in-house and off-site photo shoots annually.
- Photographed and edited images for social media and web, increasing user engagement and driving an increase in sales.
- Created eye-catching illustrations to enhance special design projects.

**Designer | BUSINESS GRAPHICS | Knoxville, TN**  
2006 – 2007

- Led the design and production of company identity materials, including logos, brochures, newsletters, folders, postcards, and banners; resulting in a consistent and professional brand image that contributed to an increase in brand loyalty and recognition.
- Achieved 98% on-time project completion rate in a fast-paced, deadline-driven environment; exceeded client expectations, resulting in 90% client satisfaction and repeat business.



**marijke shaffer**

ONLINE PORTFOLIO • [marijke designs.com](http://marijke designs.com)

## AI skills

Proficient in utilizing AI tools such as Gemini, ChatGPT, and Midjourney for concept development, ideation, copywriting, and design refinement.

Experienced with Adobe Firefly to generate creative content and skilled in Microsoft Copilot to enhance productivity and streamline document management through AI-driven insights.

## more about me

When I'm not designing, you'll likely find me outside—riding horses, soaking up the sunshine, or working out. I'm happiest by the water and love listening to stories just as much as I enjoy telling them—whether through design or everyday conversations. I believe in enjoying the little moments, staying curious, and bringing positive energy into everything I do. Creativity is part of how I live, not just how I work.

## contact

- 📍 Chicago, IL
- ✉ [marijke.shaffer@gmail.com](mailto:marijke.shaffer@gmail.com)
- ☎ 513-615-9134
- 📱 /marijke-shaffer

## education

**The Modern College of Design**  
**Kettering, OH**  
Associate Degree /  
Advertising Art & Illustration

## experience continued

**Graphic Designer / Illustrator | PHOTONICS GRAPHICS INC. | Cincinnati, OH**  
2002 – 2006 (Freelance 2006 – 2010 & 2014)

- Designed and executed print materials, company identity, and web sites, engaging in all project phases from inception to completion.
- Created medical/dental illustrations for Proctor & Gamble's Journal of Contemporary Dental Practice Web site.
- Strengthened client/vendor relationships by initiating regular communication to address concerns and provide proactive updates.

**Graphic Artist | TRICOM MARKETING AND COMMUNICATIONS | Vandalia, OH**  
2001 – 2002

- Planned, illustrated, and produced brochures, catalogs, mailers, and postcards.
- Built strong relationships and maintained close communication with clients.
- Developed and led client and PowerPoint presentations.

**Design Editor / Graphic Designer | TOMART PUBLICATION | Dayton, OH**  
1997 – 2001

- Directed the design, layout, and production of the Disneyana Update magazine, and assisted with on-site photo shoots.
- Designed and illustrated special projects such as books, brochures, postcards, promotional flyers, and billboards.

**Graphic Designer | ROBERDS FURNITURE AND APPLIANCES | West Carrollton, OH**  
1996 – 1997

- Developed visually appealing advertisements that aligned with brand guidelines and showcased product features.