

# JANE A. KELLEY

518 E. Prospect Lane • Peoria, IL 61614 • (309) 265-8332 (cell) • [janiekelley@comcast.net](mailto:janiekelley@comcast.net)

Online portfolio samples: <http://www.janiekelley.com/>

## profile

Qualifications include:

- Employing photography, illustration, and branding information to design distinctive, targeted products for clients - on schedule.
- History of building positive and productive professional relationships.
- Proficient in Adobe Photoshop®, Adobe InDesign®, html and css.
- Familiar with Adobe Illustrator®. OmniGraffle (for creating flowcharts and storyboards).

## experience

### **Populus Group for Caterpillar® - Peoria, IL**

Graphic Design (4/12 to present)

Member of the graphic design group. Responsibilities include design for all forms of print, facility graphics, trade shows and events, and web ads.

### **MultiAd® - Peoria, IL**

Multimedia and Web (10/97 to 3/12)

Member of a web and multimedia team that designs and maintains web applications (online customized marketing materials that maintain brand) and presentations for major clients including Toyota®, John Deere®, Herman Miller®, Trane®, Karastan®, The North Face®, Subaru®, Johnson & Johnson®, MillerCoors® and YMCA®. Collaborate with Account Executives to create flow charts and statements of work, and then created interface designs for client approval. Communicate with internal Quality Control to ensure accuracy. Maintained proprietary websites for Toyota®, PNC Bank® and Curves®.

Print Designer / Head Designer (11/90 to 10/97)

Collaborated with account executives, designers, illustrators, production artists and photographers in the development of advertising. Projects included art direction for photography, consultation with press department, design of corporate brochures, direct mail, billboards, magazine and newspaper ads and style guides.

### **Freelance Designer**

Design for many forms of advertising including web design, brochures, audio CDs, and html-email. Clients include GreenView® Companies (logo design and complete branding throughout the business including signage, direct mail, packaging, html-email campaign, brochures, newspaper ads, and magazine ads), CAT®, Bradley University®, Dynamic Graphics® (guest designer for magazine's Makeover Edition).

## education

B.S. in Commercial Graphics / A.A.S. in Commercial Art  
Southern Illinois University, School of Technical Careers - Carbondale, Illinois

JANE A. KELLEY

518 E. Prospect Lane • Peoria, IL 61614 • (309) 265-8332 • janiekelley@comcast.net

## references

"I would love to share a few thoughts to acknowledge your talents and our working relationship to a future employer so he/she could appreciate how wonderful you are to work with. Your work has always been perfect and your service outstanding: you treat me like I'm your only client - which I know is not true, but I sure appreciate the attention you provide to me! You have genuine warmth and professionalism. I certainly hope Caterpillar® recognizes your skills and abilities; you are a perfect fit and will be a great player for team Caterpillar!"

**Nanci Malcolm, CMP - Sr. Associate Project Consultant,  
Law and Public Policy | Legal Services Division, Caterpillar®  
100 NE. Adams St., Peoria, IL 61629  
phone: 309.494.7890**

"Since October, I've been working with members of your team—most significantly with Janie Kelley and Julie Jamison—on the materials for the Enterprise Data Analytics Strategy. This critical project is sizable in scope, and its development has been closely watched by the Executive Office.

In these months, we've experienced a number of significant project challenges that were unexpected and outside of our control, especially in recent weeks. As new information about the strategy developed, many rounds of changes had to be made to the materials and unanticipated new materials had to be created. Other challenges required tighter turnarounds on materials than we ever imagined, including the need to push up the strategy roll-out by three weeks. Through all of this uncertainty, multiple rounds of revisions, and several curve balls, Julie and Janie have responded with flexibility, positive attitudes, and the willingness to do whatever it takes to make this project a success. Julie has responded to calls, texts, and emails on her days off, and I just spent the entire today (Saturday) working with Janie on critical revisions to key strategy documents. I know this has meant long hours for them, especially given the fact that they have other unrelated projects running simultaneously with this one.

So, as our communications team inches closer to launching the strategy across the company, I wanted to take a moment to tell you that you have a couple of phenomenal team players on your hands. Without their dedication and impeccable work, this project would never have succeeded. As more strategy developments and new information arise in the coming months, I'm sure there will be more work to do...and I'll look forward to working with Janie and Julie again."

**Heather Delabre - Communications Representative, Caterpillar Inc | Product Development  
& Global Technology  
100 NE. Adams St., Peoria, IL 61629  
phone: 309.494.5716**

**(The following is Sam Cooper's email regarding Heather Delabre's message):**

Ladies, AWESOME job taking care of this client! I know this project has not been easy but I think you may have THRILLED Heather! Congratulations on the recognition and thank you for your hard work and dedication to making this a very successful project. Thank you very much!

**Sam Cooper  
Manager, Creative & Marketing Services | Caterpillar Inc.  
100 NE Adams St., Peoria, IL 61629-6180  
email: cooper\_sam\_e@cat.com  
W: (309) 675-4720 work M: (309) 258-2206**

"When a project needs to be done, and done right Janie Kelley was always my go-to person. As the Vice President of PrePress at Multi-Ad Services, I always knew that I could count on Janie to understand the goals and objectives of a project, to nail the message and beat the deadline. Janie continually impressed me with her incredible creative talent and desire to push herself to learn more, do more, be more than she was yesterday. She is an intuitive designer with a truly rare skill of being able to separate from the work enough to see her task objectively without ever losing the pride and accountability necessary to do it right. I would, without reservation, recommend Janie for any creative project set before her. She is a gifted designer and a professional to the end."

**Sarah Stout - Marketing Director at Mueller® Sports Medicine  
1 Quench Drive Prairie du Sac, WI 53578-2100  
email: smmstout@msn.com  
phone: 608.370.3072**

JANE A. KELLEY

518 E. Prospect Lane • Peoria, IL 61614 • (309) 265-8332 • janiekelley@comcast.net

## references

To Whom It May Concern,

I am very pleased to write this letter of recommendation for Janie Kelley. As Director of Marketing for the Green View® Companies, I had the pleasure of working with Janie, as an independent contractor, for over 8 years. Janie provided design services and expertise for nearly all of the Green View Companies: Green View Garden Centers, Green View Nurseries, Green View Design Group, and Green View Landscape and Maintenance Services. Throughout our working relationship, I have been able to observe and be the beneficiary of her incredible sense of design, extraordinary work ethic and wonderfully pleasant personality.

While Janie has worked on innumerable projects on our behalf, the following projects are exemplary of the broad scope and diversity of that work:

Janie was instrumental in helping Green View create its current corporate identity. She created Green View's logo design, devised a plan for phasing in the logo and implemented the logo throughout all areas of the business. For the Green View Nurseries operations, Janie also designed and implemented a brand identity for our Green View Grown® products. This involved the package design of the Green View Grown® container, Green View Grown® promotional plant tags, Green View Grown® information plant tags, signage and other promotional items.

Janie developed the design of Green View's electronic marketing. This involved creating and implementing Green View's website and creating marketing emails to be sent to Green View's customers. Janie also did considerable work on behalf of Green View's retail operations, and Green View Garden Centers—comprised of five garden centers located throughout Illinois. She created direct mail pieces, newspaper and magazine ads, promotional and informational signage, area signage, brochures and cards for the Green View Garden Rewards® loyalty program, Green View Gift Cards, promotional/sale handouts, event handouts, and consulted on the design of our television commercials.

In addition, she assisted in our selection of uniforms for our associates throughout Green View's retail, nursery, landscape and maintenance operation. Janie was instrumental in determining the style and color of shirts, aprons, hats and name tags, while incorporating the logo. Janie also designed promotional brochures/booklets for Green View Design Group, Green View Landscape Services, Green View Maintenance Services, and Green View Holiday Services. She created a client presentation package for Green View Design Group and Green View Landscape, which included a series of presentation folders, booklets, brochures, statements, invoices, and landscape design paper all with a professional and consistent look and feel. Janie also designed graphics for Green View's fleet of transportation vehicles.

I highly recommend Janie without reservation. She has not only an incredible sense of graphic design, but also has wonderful interpersonal skills that make her an absolute joy to work with on a daily basis. As you know, marketing can be an area of deadlines and high stress. No matter how last minute or major the changes we may have asked for, Janie always remained professional, approachable and easy to work with. She never complained, did a fantastic job and completed every project on time. I cannot think of another graphic designer I would recommend more. Any company would be very lucky to have Janie on their team.

Sincerely,

Lisa Hoerr-Grandstaff  
Green View® Companies (Former Marketing Director)  
11233 Whitcomb Place, Woodway WA 98020  
lisaHoerrgrandstaff@yahoo.com