



ML Earl

Senior Designer | Branding + Brand Marketing

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BASED IN CHICAGO

Latest Experience

Freelance Senior Designer and Brand Consultant | Chicago, IL 2015-NOW

- Client portfolio includes Floodlight Design with Fairlife, Windy City Marketing, and Paris Presents, Inc. with brands EcoTools, Real Techniques, and Freeman.
- Aided in the brand and packaging evolution at Paris Presents, Inc. (PPI), a \$300M+ business, by designing the brand restage, product innovation, and packaging restage for beauty brands EcoTools, Real Techniques, Freeman.
- Created branded social media and PR campaigns, merchandising graphics for global mass-market retailers, B2B marketing materials, 3D mock-ups, and designed for other smaller brands of PPI.
- Designed and saw over the print production of seasonal motivational marketing direct mail campaigns called inside chicago for Windy City Marketing.
- Designed and wireframed a new SEO driven responsive website for Fairlife at Floodlight Design.

Pharmacann | Senior Designer | Chicago, IL 2021-2022

- Led the design projects of 3 brands including new product packaging campaigns, consumer facing seasonal campaigns, dispensary branding, reward program driven merch, and social media outreach.
- Progressed in serving as a brand steward, collaborating with team members, the Creative Director, and marketing leadership on development of marketing collateral for B2C and B2B.
- Contributed to pitch decks and presentations for leadership approval.
- Presented my work to leadership and internal teams for approval and collaborative critique.
- Helped ideate and implement a departmental project management system and digital asset management system across the organization to further increase efficiencies and stakeholder accessibility to information and assets.

DesignScout | Senior Designer | Chicago, IL 2015-2020

- Individually managed, provided creative direction, and spearheaded as a lead designer to create personality rich brand experiences for clients in the Chicagoland area. Clients ranged across startup to larger corporations in the restaurant industry, retail, lifestyle, creative marketing, luxury wine, coffee and tea, food and beverage, and financial advising.
- Presented to clients at each project phase and provided additional support to clients after project handoff inclusive of giving training sessions, how-to's via screenshare walkthroughs, template and brand standards handoff, etc.
- Developed and helped update a website process for our small studio to further increase our team's efficiencies in web design projects.
- Helped manage vendors, projects, and print budgets for brands where I was lead designer.
- Mentored junior designers and collaborated with other designers serving as brand understudies.
- Owned several projects including branding, packaging, UI/UX responsive design, menu design in both print and digital format, facade design, environmental graphics and interior creative consultation, social media design and engagement, and photoshoot direction.

Frey Design | Mid-Level Designer | Roselle, IL 2013-2015

- Led a vast array of projects for clients ranging industries in both print and web including retail packaging, UI/UX responsive designs, publication design, annual reports, marketing collateral, logo design, and branded campaigns.
- Helped evolve web processes, spearheaded information architecture, engaged in light mentoring, presenting to clients, client relations, project management, and continued to build upon a developing business acumen.
- Carried the majority of each assigned project from initial concept development and research to final implementation. Delivered on diverse deadlines, precision, creativity, and fast pace.

Education

Columbia College Chicago

2012, Bachelor of Fine Arts in Graphic Design

Loyola University Chicago

2007-2009, Undergraduate Studies in Biology, additional studies in Fine Art

"Design is where science and art break even."

—Robin Mathew

REFERENCES, EARLIER WORK EXPERIENCE, AWARD RECOGNITION, AND LETTERS OF RECOMMENDATION ARE AVAILABLE UPON REQUEST.

Creative Work Philosophy

As a Senior Graphic Designer with 10+ years of brand design and brand marketing experience in the Chicagoland area I have developed a fervor for creating, evolving, and influencing whole brands that span several industries and markets. My heart is dedicated to helping each client embrace their distinctly honest visual voice, ongoing growth, and success via a collaborative process of creative discovery.

I am able to balance a self-initiated passionate approach with curiosity and empathy to find creative and successful solutions for design challenges. I am also highly regarded as detail-oriented with the ability to zoom out, flexible, quickly adaptable, time-efficient, precise, a solution-finder, and compassionate.

Leadership and Business Skills

- Advocates best practices and implementing processes
- Client communications and management
- Vendor communications and management
- Mentoring younger or less experienced designers
- Adept at providing feedback to designers and interns, leading small teams, and collaborative projects
- Oversees quality assurance of digital and print assets
- Project, timeline, and budget management
- Presenting work to leadership departments, and to clients one-on-one or in small office setting

Creative Skills

- Design and creative concept direction
- Visual identity and style guidelines
- Design research and discovery process
- Brand design and brand marketing
- Apparel and brand merchandise design
- Publication design, annual reports, and infographics
- Light copywriting and proofing
- Photo/video direction
- Package design
- Facade and interior environmental design
- Digital campaign design
- Social content design
- Email marketing
- UI/UX design and best practices
- Mock-ups and book binding
- Beginner risograph
- Hand lettering and illustration

Technical Skills

Expert in Adobe InDesign, Illustrator, Photoshop, Sketch, Figma, Adobe XD, and UI/UX design, wireframing, and project management, Constant Contact, Wordpress, CMS, print production and best practices, press checks.

Efficient in HTML and CSS, php, After Effects, Adobe Animate, light copywriting, Microsoft Office, iWork.