



DEANNA MATYSKIEL

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ABOUT

Deanna is a designer/art director in Chicago, specializing in branding, identity, packaging, print and digital media. With 6 years of experience, she has designed for a broad range of industries - from real estate and health care to foods and retail. Deanna enjoys offering fresh, creative and smart solutions for her clients.

EXPERIENCE

May 2008 - present

Art Director, GGP (General Growth Properties) | Chicago, IL

General Growth, a Fortune 500 company, owns and manages more than 150 shopping centers nationwide. Responsible for concept through execution of print campaigns and digital media on a national level. Project management and art direction of creative projects. Manage and collaborate with outside vendors including printers, copywriters, photographers and freelance designers and illustrators.

Select clients: The Shoppes at the Palazzo Las Vegas, Urban Outfitters, Water Tower Place Chicago

Highlights:

- Created identity and marketing for GGP's new co-op retail concept, Local Collection (in Boston and L.A. markets).
- Successful re-branding of The Club, GGP's e-marketing program. Re-branding increased awareness, membership and retail sales.
- Re-branding of GGP and American Express prepaid gift card product. The improved design, packaging and collateral increased gift card sales.

May 2007 – January 2008

Freelance Art Director/Designer | Chicago, IL

Worked with top creative staffing agencies. Gained great industry insight and expanded client pool. Experience with design agencies and in-house departments. Learned to adapt quickly to different environments and project requests. Strengthened time management and client interaction skills.

Select clients: Edelman, GGP, Aon, McGuffin Creative, Equity Residential, Launch Creative, Outside Magazine.

Highlights:

- Established strong working relationships and introduced to future employer, GGP.

January 2005 – May 2007

Senior Designer, CBRE (CB Richard Ellis) | Chicago, IL

CBRE is the world's premier real estate services company. Responsible for supporting marketing requests of a 200+ person sales staff in four offices. Project management, art direction, design and production of all creative projects. Met with clients to establish objectives. Projects include all internal and external online and print, marketing communications, event collateral and promotional items. Select clients: Sears Tower, Trump Tower Chicago.

Highlights:

- Created a brochure for Mayor Daley, outlining CBRE's capabilities and real estate goals for Chicago.
- Designed and produced a sales brochure for Trump Tower Chicago to promote the retail space.

August 2004 – December 2004

Designer/Intern, Moxie Sozo Design and Advertising | Boulder, CO

Moxie Sozo is an award winning boutique design and advertising agency. With high-profile clients in sports, foods, fashion and retail industries. Chosen from hundreds of applicants to intern with the talented creative team. Learned a tremendous amount about creative thinking, collaboration and attention to detail. Designed options for packaging and print projects. Select clients: Newman's Own Organics, Boulder Chamber of Commerce, Polar Bottle.

EDUCATION

School of the Art Institute of Chicago | Chicago, IL
interior design continuing studies program

Columbia College Chicago | Chicago, IL
B.F.A. graphic design

Miami University of Ohio | Oxford, OH
graphic design major

TECHNICAL SKILLS

Adobe Creative Suite, Quark, Acrobat, Dreamweaver, HTML, MS Office Products, PowerPoint, Keynote, Mac & PC platforms

OTHER

Likes: flea markets, design blogs, fashion, reality TV
AIGA Chicago Chapter member