



# Loretta Grogan

GRAPHIC DESIGNER

## CONTACT DETAILS

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## EDUCATION

- Associate's Degree – Web Design  
College of Lake County  
Grayslake, IL  
January 2001 – August 2001
- High School Diploma  
Christian Liberty Academy  
Arlington Heights, IL  
September 1987 – June 1990

## SKILLS

- Corel Draw - Expert
- Adobe Creative Suite - Expert
- Canva - Expert
- Typography - Expert
- Branding - Expert
- Layout Design - Expert
- Illustration - Expert
- Color Theory - Expert
- Wordpress - Expert
- Website Tonight - Expert
- Squarespace - Expert

## SUMMARY

Creative and detail-oriented Graphic Designer and Web Designer with over 20 years of experience creating visually compelling marketing materials and user-friendly websites. Highly skilled in Corel Draw and the Adobe Creative Suite, branding, and web optimization. Proven ability to manage projects from concept to completion while collaborating closely with clients to deliver high-quality, on-brand results under tight deadlines.

## WORK EXPERIENCE

Graphic Designer / Web Designer - Impressions Count  
November 2012 – Present

- Designed visually engaging marketing materials including brochures, flyers, banners, logos, and social media graphics
- Collaborated with clients to translate design requirements into creative concepts aligned with brand identity
- Managed design projects from concept through final production, consistently meeting tight deadlines
- Utilized Adobe Photoshop, Illustrator, and InDesign to produce high-quality print and digital designs
- Developed and maintained reusable design templates to streamline recurring production
- Implemented and enforced consistent branding guidelines across all marketing collateral
- Coordinated with printers and vendors to ensure accurate color, layout, and final output
- Optimized images for web use, balancing visual quality with performance
- Created custom illustrations and infographics to communicate complex information clearly
- Maintained organized digital asset libraries for efficient project retrieval
- Assisted with website and social media visual content development
- Built and maintained a professional portfolio showcasing a wide range of design styles

Graphic Designer / Web Designer - Loretta Grogan Web, Graphic and Photography  
January 2000 - January 2004

- Designed and developed visually appealing, user-friendly websites for clients across multiple industries
- Worked directly with clients to define requirements and translate ideas into functional web designs
- Implemented responsive web design for optimal viewing across devices
- Built interactive features using HTML, CSS, and JavaScript
- Ensured websites met usability, accessibility, and performance standards

Chiropractic Assistant - Cross Chiropractic  
January 1991 - January 2003

- Assisted with patient care, scheduling, and front-office operations
- Maintained accurate records and supported daily clinic workflow

Teacher Assistant - Christian Liberty Academy  
January 1988 - January 1991

- Supported classroom instruction and student learning activities
- Assisted teachers with lesson preparation and classroom management

## REFERENCES

References available upon request