

PROFESSIONAL SUMMARY

Senior Designer with 25+ years of experience creating integrated marketing, editorial, and brand communication solutions across print and digital channels. Extensive background developing campaigns, publications, event marketing materials, presentations, email communications, and digital assets for both B2B and consumer-focused organizations. Expert in Adobe Creative Suite with deep knowledge of print production, publication workflows, and multi-channel marketing execution. Recognized for delivering high-quality work under demanding deadlines while collaborating effectively with marketing, editorial, sales, and production teams.

CORE COMPETENCIES

Marketing Communications Design • Editorial Design & Publication Production • Multi-Channel Campaign Development • Print & Digital Collateral • Trade Show & Event Marketing • Email Marketing Assets • Presentation Design • Infographics & Data Visualization • Brand Standards & Visual Consistency • Cross-Functional Collaboration • Adobe Creative Suite

PROFESSIONAL EXPERIENCE

GARDNER BUSINESS MEDIA | Cincinnati, Ohio

Gardner Business Media provides media and marketing solutions to the industrial manufacturing industry, publishing 10 brands serving professionals across machining, composites, finishing, and automotive sectors.

Senior Editorial Designer | May 2023 - Present

- Design and produce more than 36 annual publications across multiple manufacturing and industrial brands while consistently meeting production deadlines.
- Maintain visual consistency and brand standards across magazines, special publications, and editorial features.
- Collaborate closely with editors, writers, and production teams to develop engaging layouts that support content strategy and reader engagement.
- Create feature packages, infographics, covers, and complex editorial layouts under tight production schedules.

Hybrid Marketing & Editorial Designer | November 2017 - May 2023

- Developed integrated marketing and editorial assets supporting multiple B2B brands across print, digital, email, social media, events, and web platforms.
- Executed end-to-end creative for Precision Machining Technology Show (PMTS), including brochures, event signage, advertising, presentations, website graphics, and email marketing assets.
- Designed comprehensive campaign materials for the IMTS Women's Networking Event, including invitations, email campaigns, registration materials, signage, web assets, and on-site digital displays.
- Produced media kits, sales materials, promotional collateral, and marketing communications supporting revenue-generating initiatives.
- Partnered with marketing, sales, and editorial stakeholders to develop visually compelling communications aligned with business goals.
- Designed editorial features, infographics, covers, and special projects across multiple publications.

EDUCATION:

BACHELOR OF SCIENCE IN DESIGN

College of Design, Architecture, Art & Planning (DAAP)
University of Cincinnati | 1999

TECHNICAL SKILLS:

DESIGN SOFTWARE:

- Adobe InDesign (Expert)
- Adobe Photoshop (Expert)
- Adobe Illustrator (Expert)
- Adobe Acrobat Pro (Expert)

BUSINESS TOOLS:

- Microsoft 365 (Word, PowerPoint, Outlook)
- Trello
- Stripo

DELIVERABLE TYPES:

- Marketing Campaigns
- Print Collateral
- Editorial Publications
- Trade Show & Event Graphics
- Large-Format Signage
- Email Marketing Assets
- Digital Advertising
- Media Kits
- Presentations
- Social Media Graphics
- Brand Systems

CLAUDEAN WHEELER

F+W MEDIA | Cincinnati, Ohio

F+W Media was a content and e-commerce company serving niche consumer markets including craft, art, writing, and design.

Managing Designer, Writer's Digest Communities | 2009 - 2017

- Led design execution for Writer's Digest Communities across print and digital channels.
- Collaborated on a comprehensive brand redesign, helping translate strategic goals into a cohesive visual system.
- Designed and produced magazines, books, marketing materials, and promotional assets supporting multiple product lines.
- Managed production schedules across concurrent projects to ensure deadlines were consistently achieved.
- Supported and mentored junior designers while maintaining design quality and production standards.

Senior Designer, Writer's Digest / HOW Books | 2004 - 2009

- Designed 15-20 book titles annually from concept through production.
- Art directed freelance photographers and illustrators to create compelling visual content.
- Developed promotional and marketing materials supporting book launches and brand initiatives.
- Collaborated with editorial and marketing teams to align creative execution with audience and business objectives.

CINCINNATI MAGAZINE | Cincinnati, Ohio

Cincinnati Magazine is the definitive guide to living well in Greater Cincinnati, connecting readers with the region's most interesting people, cultural issues, food, arts, fashion, and history via print, digital, and events.

Graphic Designer | 2002 - 2004

- Designed editorial sections and feature layouts for a premier regional publication, maintaining the publication's high aesthetic standards under tight production cycles.

F+W MEDIA | Cincinnati, Ohio

Special Projects Designer | 2000 - 2002

- Launched and designed 30+ special interest publications annually, managing each project from initial concept through press-ready files.
- Trained and supervised design interns, building early-career talent that transitioned to full-time roles.