

PROFESSIONAL SUMMARY

Senior designer and art director with 25+ years of experience producing high-volume, multi-channel marketing communications and editorial content across B2B and B2C environments. Proven ability to manage complex, concurrent projects from concept through delivery — on time, every time — while maintaining rigorous brand standards across 9+ brand identities. Skilled in translating business goals into compelling visual solutions across print, digital, event, and collateral channels. Proficient in Adobe Creative Suite with a strong track record of cross-functional collaboration with marketing, sales, and editorial teams.

CORE COMPETENCIES

Marketing Communications Design • Brand Consistency • Print & Digital Collateral • Multi-Channel Campaign Execution • Cross-Functional Collaboration • Trade Show & Event Graphics • E-mail, Digital & Social Assets • Project & Production Management

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 Art Director | November 2017 – Present

- Delivered marketing communications design across print, digital, and experiential channels for several distinct B2B brands — consistently meeting 100% of production deadlines across a portfolio of 36+ annual publications.
- Led end-to-end creative for PMTS (Precision Machining Technology Show) multi-platform campaigns, producing brochures, large-format signage, digital ads, website assets, email graphics, and PowerPoint presentations within a unified brand identity.
- Designed comprehensive event campaign for the IMTS Women's Networking Event — tied to the International Manufacturing Technology Show, the largest manufacturing trade show in the Western Hemisphere — including digital invitations, email campaigns, web forms, event signage, and digital display screens.
- Partnered with marketing and sales teams to produce media kits and annual reports optimized for multi-channel delivery: print, digital PDF, and executive presentation formats.
- Served as sole creative for white papers, custom content collections, and internal corporate events, ensuring consistent visual voice across every touchpoint.
- Collaborated cross-functionally with editorial, marketing, and sales leadership to align visual execution with strategic business objectives and brand standards.

EDUCATION:

BACHELOR OF SCIENCE IN DESIGN

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

TECHNICAL SKILLS:

DESIGN SOFTWARE: Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat Pro (Expert)

BUSINESS TOOLS: Microsoft Office 365 (Word, PowerPoint, Excel, Outlook), Trello, Stripo

DELIVERABLE TYPES: Print collateral, digital display, email graphics, event signage, media kits, social media assets, presentations, large-format graphics, brand identity systems

CLAUDEAN WHEELER

SENIOR DESIGNER • ART DIRECTOR • MARKETING COMMUNICATIONS

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 a comprehensive brand redesign for Writer's Digest Communities, overseeing the project from strategic concept through full implementation across print and digital platforms.
- Managed creative production of 8-12 book titles and/or 12 magazine issues annually, partnering with sales and marketing to ensure covers and interiors supported revenue and brand goals.
- Directed a creative team including an Art Director and Associate Designer, providing mentorship and maintaining design quality standards across all deliverables.
- Built and enforced production schedules for concurrent book, magazine, and marketing projects, eliminating bottlenecks and ensuring on-time delivery.

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

- Contributed to visual strategy and design execution for 15-20 book titles annually, balancing creative vision with market appeal across niche consumer audiences.
- Art directed freelance illustrators and photographers, managing vendor relationships to deliver high-quality imagery on schedule.
- Developed marketing and promotional materials to support brand expansion across multiple media properties.

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.