

Lacy Coligan designer/art director

lacy@lacycoligan.com | 248.563.1859



objective

Motivated and experienced Designer/Art Director seeking ACD-level position with B2B or B2C marketing agency. In my current position, I have consistently demonstrated initiative and leadership and am ready to take things to the next level.

professional experience

Designer & Head of Content Marketing July 2013 – Present
McGuffin Creative Group

Responsible for the quality, appropriateness and overall consistency of strategic thinking, creative imagery and language while developing strong, evocative solutions for the client in a timely manner and within budget.

- Designs print, digital and web across a wide range of industries.
- Manages Brand Content Team of four – Social Media, Blog, Email Marketing
- Brand content creation
- Directs and designs video production and motion graphics
- Directs and manages third party vendors, photographers, videographers and programmers.

CLIENTS INCLUDE: BMO Harris Bank, Bankers Life & Casualty, Allstate Insurance, State of Wisconsin Investment Board, The Allstate Foundation, United Capital, Cadence Health, CUNA Mutual Group, Kids Help Phone, Midtown Health

Brand Strategist & Art Director June 2003 – Present
Lacy Coligan Design LLC

Collaborates with clients to develop brand identities, packaging, print and web.

- Brand Strategy
- Brings all projects from concept to completion.
- Manages a team of four programmers/creatives within a multi-project environment.
- Defines and manages the scope of projects (goals, deliverables, schedule, and budget).
- Optimizes workflow and process.
- Reports project status, budget, and milestone achievements for all phases of a project.

CLIENTS INCLUDE: FlyHC, Highly Social Media, John Perles Consulting, Gabby Goat, Focus on Aging, Country Rhodes, Healthy Ways For Life, Karen's Kernels, Pure Space Yoga, SOS Estate Sales

Artist February 2003 – Present

Independently designs and produces custom artwork utilizing multimedia (including: ink, oil and acrylics), simultaneously marketing, displaying and selling projects nationwide.

standout skills

Wordpress	HTML/CSS	Print knowledge
Adobe Creative Suite	Social Media	Paper Spec'ing
Microsoft Word/Excel/Powerpoint	Mobile UI/UX	

qualities & strengths

Proactive self-starter with exacting attention to detail
Active learner/sharer of knowledge & skills
Skilled at multi-tasking and managing simultaneous projects
Strong organizational skills and diligent work ethic
Accommodating and flexible with schedule/deadline changes
Willingness to learn new techniques and applications
Capable of designing in a wide range of styles
Ability to stick to the Creative Brief and existing Brand Guidelines

education

Michigan State University August 1998 – May 2003
East Lansing, MI

Bachelor of Arts in Theatre December 1999 – January 2001
Treasurer of Kappa Kappa Gamma (Delta Gamma Chapter)

University of British Columbia May 2002 – June 2002
Canadian National Voice Intensive
Vancouver, BC

**education
(continued)**

L'Institute de Tourraine
French Language & Literature
Tours, France

May 2001 – September 2001

exhibitions

SOLO

Carrol Avenue Art District – Chicago, IL

November 2016

Two21 – Effingham, IL

May 2013

Beggar's Banquet Gallery – East Lansing, MI

November 2006 – February 2007

Relish – Lansing, MI

June – August 2005

Beggar's Banquet Gallery – East Lansing, MI

October 2004 – January 2005

Temple Club – Lansing, MI

July – September 2004

GROUP

Bonutti Exhibition – Effingham, IL - BEST IN SHOW (ABSTRACT)

June 2013

Old Town Streetfest – Lansing, MI

July 2005

Old Town Art Festival – Lansing, MI

May 2005

Michigan State University – East Lansing, MI

December 2003

Lansing Festival of Art in the Park – Lansing, MI

June 2003

**hobbies
&
interests**

All facets of design and music, watching or reading inspirational stories, self-educating on a Friday night, art, painting, photography, triathlon, traveling and my family.