

## L. Mace Allen **Creative Director**

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### Experience

**It's Academic, Inc.** (Northbrook, IL)  
January 2005 - Present

**Creative Director**

In addition to managing a small staff, I direct print, package, and product design. I am also the head designer on projects, keeping my hands on every aspect of the design process. I interface between our office and our sister broker office in Hong Kong, as well as with various factories in Asia, and travel there to watch the inner workings of the manufacturing process. Additionally, I develop catalogs and other collateral material and have revised the company website, and am in the process of developing a new, updated site.

**Freelance Graphic Designer**  
2002 - Present

I have worked with a variety of clients on website design, identity and branding, logo design and creating collateral materials. I work directly with clients to create the vision that best represents their organization. I have worked with clients in a variety of industries and enjoy the unique challenge each project brings.

**Columbia College Chicago** (Chicago, IL)  
September 2002 - May 2004

**Career Center for Arts and Media/Portfolio Center**

My duties at Columbia included assisting students with Career Center options, along with print and web design.

**GSA, Inc.** (Chicago, IL)  
February 2000 to December 2001

**Recruitment Art Director**

I created recruitment advertising that appeared in major publications. I also performed logo and branding design, brochure design, was in charge of image manipulation (photoshop wizard,) created animated banners, and did minor web development.

**Wild Oats Market** (Indianapolis, IN)  
November 1998 to January 2000

**In-house Designer**

I designed company newsletters, menus, signage for in-store promotions, developed special event calendars, manufactured large-scale informational displays for malls and other public spaces, and generated ads for local publications - all the while maintaining brand identity.

**Art and Design are two of the most important, fulfilling things in my life.** I'm very fortunate to have a solid background of hand made design (concept drawings by hand, non-computer based design), and extensive work and experience in computer aided design.

Creating hand made design has involved initial concept sketches, story boarding, mood boards, and lots of illustration (one of my strongest skills.)

For years I've cultivated knowledge in Adobe, Quark, Freehand, Corel, and Macromedia (now Adobe) products. I work in HTML and CSS. I'm proud to be a nerd, especially in that it allows me to learn new programs and systems easily and quickly.

I've had the pleasure to work with a variety of printers, and I continue to stay up to date on current printing technology.

I enjoy working on web sites and designs while learning more and more about the code behind the visuals.

I feel lucky to have been able to work on the identity and brand of my current company (multiple brands to manage), as well as others. I've also had a great time branding entities in the music and fashion industries.

Being fluent in both PC and Mac platforms, I assist employees and clients in troubleshooting computer issues.

### Sample Client List

Barenaked Ladies (Toronto, ON)  
Boyce's Road (Toronto, ON)  
Broadtalk Marketing (Washington, D.C.)  
Columbia College Chicago Portfolio Center/Career Center for Arts & Media (Chicago, IL)  
The Dating Scene Radio Show (Washington, D.C.)  
Mercy Hospital (Chicago, IL)  
New Riverside Café (Minneapolis, MN)  
Northstar Centered Relational Therapies (Chicago, IL)  
Serve! (Youth Services Organization) (Toronto, ON)  
Terre Haute Tribune Star (Terre Haute, IN)  
Wild Oats Market (Denver, CO)  
Yummy Mummy (Toronto, ON)

### Education

Columbia College Chicago (Chicago, IL)  
**Bachelor of Fine Arts, Graphic Design**