

Margie B. Segress

Website: www.ByMargie.com Email: Margie@ByMargie.com

WORK EXPERIENCE

By Margie

By Margie

2001-Present

Illustrator

Imagine and develop original concepts and effectively translate them (and/or an author's ideas) into final illustrations through the use of a whimsical-yet-sophisticated illustrative style—primarily for the children's market and greeting card industry.

MERCATA™

Mercata.com, Bellevue, WA

2000-2001

Senior Graphic Designer / Illustrator

Lead designer for this award-winning Paul Allen e-commerce company and its two related Internet sites. Designs included animated buttons, clickable banners, home-page treatments, special promotions, e-mail graphics as well as illustrations for traditional print advertising programs.

Microsoft

Microsoft, Redmond, WA

1998-2000

MSN Advertising Lead

Directed the MSN online advertising program for the Seattle area. Supervised design staff and coordinated the production of online advertising with customers, salespeople and designers. Responsible for customer satisfaction and overall design quality.

MSN / Sidewalk.com Advertising Design Specialist

Developed online advertising for Seattle-area merchants. Consulted with clients on marketing strategies and design concepts. Responsible for copywriting, digital photography, digital image manipulation, image compression, web page design and animation.

Sidewalk.com Support Team Member

Responsible for ensuring that all online advertising produced by regional offices throughout the country met Microsoft style and quality standard.

Public Relations Worldwide EDELMAN

Edelman Public Relations Worldwide, Chicago, IL

1995-1998

Illustrator / Designer

Illustrated and designed marketing materials and corporate identity pieces for this global agency's largest clients. Conceptualized, drafted and finalized award-winning illustrations for the American Dairy Association, Kraft, Taco Bell, Petsmart, Butterball and other national and international companies.

Awards:

The Publicity Club of Chicago: 1998 Golden Trumpet Award for Bayer Advantage "North American Best Singing Pet Contest" Campaign & Logo

The 1998 Communicator Awards: Award of Distinction for "Cheese...the Perfect Partner" Logo

The 1997 Astrid Awards: Bronze Award for Churney Athenos Feta Cheese Van illustration

The 1996 Mercury Awards: Bronze Award for Churney Athenos Feta Cheese Van illustration
Bronze Award for TAP Pharmaceuticals, Inc.—Impotence Campaign

SOFTWARE USED

Adobe Illustrator, Adobe Photoshop, Adobe Image Ready, Adobe InDesign, Quark Xpress, MS Front Page, Adobe Go Live, Microsoft Word (Macintosh or Windows OS)

EDUCATION

A.A., Commercial Art/Illustration, American Academy of Art
Chicago, IL, 1996

B.A., Art History, Northwestern University
Evanston, IL, 1992