

# Angela Zarek

Senior Graphic Designer

Chicago, IL 60634 | 773.829.1359 | azarek8@gmail.com

angelazarek23.com

linkedin.com/in/zarek23

## Professional Summary

---

Motivated and results-driven Senior Graphic Designer with 8 years of experience creating impactful visual solutions across print, digital and large-format design. Known for a calm, steady demeanor under pressure to solve design challenges while meeting client goals. Skilled in Adobe Creative Suite, typography, layout and brand development with a proven track record of leading projects that elevate brand recognition and visual engagement. Passionate about visual storytelling that drives business growth and connects with audiences on a deeper level.

## Professional Experience

---

**Freelance Graphic Designer/Illustrator**  
Upwork, Chicago, IL

February 2018 – Present

- Direct graphic design strategy across a diverse Upwork client portfolio, clearly communicating pricing, design workflow, progress updates, and deadlines to ensure strong client satisfaction and on-time project delivery
- Executed over 30+ successful, remote projects for diverse client needs ranging from graphic flyers, logos, business cards, catalog booklets and posters of high-quality visuals

**Graphic Designer/Marketing Coordinator**  
The Wilbert Group/Marmon, Broadview, IL

April 2021 – November 2025

- Developed visually compelling large-scale print and digital displays for national conventions such as NFDA (National Funeral Directors Association) and ICCFA (The International Cemetery, Cremation & Funeral Association) balancing creativity with tight production timelines to further bring brand awareness to all the Wilbert Divisions
- Executed integrated print advertising and trade show branding for the SiPrecast Division, including custom feather and tent banners, contributing to a 40% increase in brand visibility and improved attendee engagement at major industry events
- Partnered with Wilbert licensees to design and deliver fully customized, modular slat-wall graphic systems for funeral home display rooms, providing flexible, high-quality visuals solutions tailored to individual client needs
- Conceptualized and produced print, digital and e-newsletter visuals including Memorial Monuments ad campaigns, marketing collateral, the bi-yearly Cremation Choices print and digital catalog, and monthly licensee email communications to strengthen brand consistency and increase audience engagement

**Graphic Designer**  
JS Paluch, Franklin Park, IL

September 2017 – April 2020

- Produced high-volume daily print advertisements for business owners, achieving nationwide distribution in 4,000+ church bulletins and significantly expanded brand visibility across multiple markets
- Engaged with and followed up with 20+ clients weekly to produce tailored ad designs - driving business promotion efforts and ensuring timely delivery of high-quality marketing materials
- Conceptualized and delivered print and web branding materials for over 50+ churches with a successful rebranding launch and strengthening parish identity across multiple communities
- Upgraded Quark-based file advertisement files into modern InDesign layouts - integrating updated artwork and typography in collaboration with team members to streamline production, improve design consistency and quality improvement

**Junior Graphic Designer**  
Mosbrook Design, Riverside, IL

February 2017 – August 2017

- Designed print and digital graphics for 20+ high-end clients across healthcare, retail, business, and nonprofits - elevating brand presentation and delivering versatile visual assets across diverse industries
- Conducted rigorous quality-control reviews across print and digital content - verifying spelling, grammar, formatting and consistency to guarantee polished, error-free deliverables that uphold high standards of professionalism and brand integrity

**Junior Graphic Designer**  
**Studio/lab, Chicago, IL**

August 2016 – October 2016

- Developed and implemented office-space branding and environmental signage for an industrial-supply client - delivering cohesive collateral that reinforced brand identity and improved spatial experience
- Created and delivered strategic logo iconography that strengthened brand presence and helped drive measurable uplift in website user engagement

**Design Specialist**  
**School of Public Health, University of Illinois at Chicago, Chicago, IL**

October 2014 – May 2016

- Streamlined and managed content migration for UIC School of Public Health - transferring and relinking all website content in Drupal to ensure updated layout, accurate site structure and seamless user experience
- Received, handled and resolved 20+ daily requests within the department for front-end development revisions to the UIC School of Public Health website for image, text, and news updates to support ongoing communications

**Office Assistant**  
**Department of Disability & Human Development, University of Illinois at Chicago, Chicago, IL**

January 2013 – May 2016

- Designed promotional material reaching across 150 Sibling Leadership Network members, sibling advocates and sponsors at the bi-yearly National Conferences which resulted in a 30% increase in participation and enhanced engagement
- Collaborated and took initiative with the SLN project manager for the design conception and creation of logos and various document compositions to further the mission of the Sibling Leadership Network
- Executed and directed video editing for eight high-engagement videos for the Sibling Leadership Network boosting their Youtube presence and reached over 100+ subscribers

---

## Education

**Bachelor of Design in Graphic Design** May 2016  
University of Illinois at Chicago, School of Design

**Associate in Arts Degree** May 2012  
Wilbur Wright College

---

## Skills

Adobe Creative Suite, Photoshop, InDesign, Illustrator, Design Concepting, Print & Digital Design, Design Thinking, Design Branding, Microsoft Teamwork, Microsoft Office Suite, Powerpoint, Excel, Wordpress, Team Collaboration, Adaptability, Deadline-Driven, Visual Communication, Advertising & Campaign Design, Problem Solving, Deadline Management

---

## Awards

UIC Michael Glass Memorial Award for Graphic Design May 2016  
Wright Chapter of Local 1600 Student Scholarship Award for Academic Excellence April 2011  
Wilbur Wright College Environmental Club T-Shirt Design Winner April 2010