

Angela Schmer-Han

Creative Solutions | Visual Leadership | Service Excellence

Denver, CO

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Hello!

I'm Angela. I'm a graphic designer, marketer, creator and overall communicator who has a passion for connecting people. I'm an accomplished creative professional with extensive experience creating visual concepts that inspire, inform, and captivate consumers.

I seek to combine design expertise with marketing best practices to deliver creative solutions on-time and within budget while driving brand awareness and exceeding client expectations. I believe that the key to delivering the best possible assets start with building strong, long-term relationships with partners and stakeholders based on open lines of communication. I make it a top priority to get to know my clients beyond their surface level needs in order to ensure everyone has a positive experience and satisfying end result.

I am always looking for insightful and interesting creative ventures. If you would like to collaborate, please feel free to get in touch. I would love to work with you on your next project.

Authorized to work in the US for any employer

Work Experience

FREELANCE ILLUSTRATOR/GRAPHIC DESIGNER

Self-Employed & Contract

January 2012 to Present

- Design and illustrate highly effective logos, marketing collateral, ads, signage, and digital assets for a wide variety of key clients.
- Oversee and manage for all aspects of the business including project management and maintaining open lines of communication with the client on project status and timelines.
- Lead in the initial ideation, revisions and final delivery of project work with the given deadline.
- Responsible for copy writing and editing assistance, document set-up, and visual asset acquisition and management.
- Work with recognizable clients including The Food Network, Image Comics, University of Denver, City of Aurora, POC in Publishing, Market Creative Group, Faction, Inc., The Braun Group, IXL Learning, Rutgers University, Colorado Cannabis Chamber of Commerce, Hello Fresh and Good Talk Network.

COMMUNICATIONS ENGAGEMENT SPECIALIST

City and County of Broomfield - Broomfield, CO

June 2018 to October 2020

- Responsible for print and digital marketing for citywide events and programs such as Library & Cultural Affairs, 2020 Census, and local and national elections.

- Create and implement marketing campaigns promoting events, programs, and services within the City and County of Broomfield.
- Design a wide range of visual graphics, video, and other media.
- Manage and create content for social media channels.
- Manage project teams and individuals.
- Develop and implement CCOB's visual branding and identity.
- Develop and evolve CCOB's Diversity, Equity & Inclusion program.

PRODUCTION/MARKETING DESIGNER

Green Chef Corporation - Boulder, CO

July 2016 to June 2018

- Responsible for both print and production quality control, prepping files as need for print production.
- Create high-quality visual assets for web and print marketing including mailers, email blasts, custom icons, illustration, and promotional inserts.
- Provide support in the development of the company's branding and identity while conducting research related to company's marketing goals and social media impacts.
- Work in collaboration with other creative teams to drive the achievement of marketing and advertising goals and objectives related to promotion and social media.

GRAPHIC DESIGNER

University of Denver - Denver, CO

September 2014 to June 2015

- Designed a number of highly effective marketing materials for the division of Arts, Humanities and Social Sciences.
- Responsible for multiple projects simultaneously, maintaining open lines of communication with the different departments and stakeholders, and producing deliverables in line with the University's recognizable visual brand-related guidelines.
- Performed in-depth research on both student and alumni demographics to tailor visual marketing for specific purposes and groups.

GRAPHIC DESIGNER

City of Aurora - Aurora, CO

September 2014 to June 2015

- Led the design on a number of highly effective marketing materials and collateral for multiple departments with the City of Aurora.
- Created and implemented new citywide visual branding guidelines, working in collaboration with the different department representatives regarding brand management.
- Utilized strong communication skills, file preparation, and product knowledge and proficiency in the comprehensive printing process to deliver project deliverable that exceeded expectations.

Education

Bachelor of Fine Arts, Illustration in Illustration

Rocky Mountain College of Art and Design - Denver, CO

January 2013 to August 2014

Bachelor of Arts, Fine Arts in Emphasis: Painting

Fort Lewis College - Durango, CO

January 2005 to September 2009

Bachelor of Arts, Psychology in Emphasis: Social Psychology

Fort Lewis College - Durango, CO

January 2005 to September 2009

Skills

- Adobe Creative Suite (7 years)
- Microsoft Office (7 years)
- Motion Graphics & Animation (3 years)
- Creative Direction (4 years)
- Graphic Design (7 years)
- Illustration (6 years)
- Photoshop (6 years)
- Illustrator (6 years)
- Indesign (6 years)
- Branding (4 years)
- Project Management (5 years)
- Typography
- Copywriting
- Layout Design

Languages

- English - Fluent
- Korean - Fluent

Links

<http://www.linkedin.com/in/angela-schmer>

Awards

Art Director's Club 2016 Winner's Circle; Illustration

October 2016

Art Director's Club/One Club Annual Show finalist in Category: Illustration for 2016.

Groups

Administrative Assistant / Activist

September 2021 to Present

Admin Assistant and Board Member of Asian Roundtable of Colorado and the Action Against Hate initiative, a grant-funded 2 year campaign to address rising incidents of hate crimes against Asian Americans in Colorado. Working directly with both national and local organizations such as #StopAsianHate and the Asian Pacific Development Center, Action Against Hate seeks to remove barriers to services by providing free language hotlines, funding, and resources to Colorado's Asian communities and vulnerable populations. www.ActionAgainstHate.org

Publications

Tethered by Letters Quarterly Journal Summer 2014

July 2014

Tethered by Letters Quarterly Journal Spring 2014

April 2014

Tethered by Letters Quarterly Journal Fall 2013

October 2014

Imagine FX // Creative Bloq Blog

<https://www.creativebloq.com/>

January 2016

Additional Information

Portfolio:

<https://www.angelaschmer.com/>