



# Darren Gennetten

graphic designer

darrengennetten.com

## WORK EXPERIENCE

The Food Group · Freelance Designer · Chicago, IL June 2017

Abbott Laboratories · Production Designer · Chicago, IL Feb. — June 2017  
Designed and produced infographics, print ads, and internal signage. Other work included icon design, and an identity for a content campaign.

Wilson Sporting Goods · Freelance Designer · Chicago, IL November 2016

Blue Chip Marketing · Freelance Designer · Chicago, IL October 2016

Self Employed · Graphic Designer · Chicago, IL September 2016

FCB Global · Art Director · Chicago, IL August 2016

Visa Now · Freelance Designer · Chicago, IL June — July 2016

Jacobs & Clevenger · Freelance Illustrator · Chicago, IL April 2016

Gameplan Creative · Freelance Designer · Chicago, IL April 2016

Two by Four · Freelance Designer · Chicago, IL March 2016

Randa Accessories · Freelance Designer · Chicago, IL February 2016

DCI Artform · Associate Art Director · Chicago, IL Nov. 2015 — Feb. 2016  
Responsible for the production of the large format 2-D graphics for The Intel Experience in thirty Best Buy stores across the country. I also helped with photo editing and PPT presentation production.

Upshift Creative Group · Freelance Designer · Chicago, IL October 2015

Walton Isaacson · Freelance Designer · Chicago, IL July — Oct. 2015  
Responsibilities included designing various campaign materials; e-blasts, print ads, mailers and photo retouching for social media.

Wilson Sporting Goods · Freelance Designer · Chicago, IL May — July 2015  
Designed graphics for golf club shafts, clubs and head covers. Also designed marketing materials including package design, sell sheets, and e-blasts. Other work included production and logo design.

Navigant · Freelance Designer · Chicago, IL May 2015

Colman Brohan Davis · Freelance Designer · Chicago, IL April 2015

CAHG · Freelance Designer · Chicago, IL March — April 2015

Zing How Design · Junior Designer · Chicago, IL Dec. 2013 — Feb. 2015  
Responsibilities included designing various campaign materials; e-blasts, print ads, mailers and photo retouching for social media.

Energy BBDO / XI Chicago · Freelance Designer · Chicago, IL April — Sept. 2013  
Designed for Bayer brands: Aleve, Flintstones Vitamins, I Am ProHeart, and VitaCraves. For SC Johnson brands: OFF!, Raid, Ziploc and Shout. Also for Lay's and Pearle Vision. My work was primarily in social media.

Upshift Creative Group · Graphic Design Intern · Chicago, IL June — Sept. 2012

## EDUCATION

School of the Art Institute of Chicago May 2012  
BFA in Visual Communication Design

## AFFILIATIONS

STA Member · since 2011

AIGA Member · since 2010

SAIC AIGA Board Member · Sept 2010 — May 2012

AIGA Mentorship Program Member  
Summer 2012, Winter 2013, Summer 2014

## RECOGNITION

“Depression PSA” Feature  
LoveToKnow.com · October 2014

“Design Is...” Feature  
AIGA Chicago, AIGA National, Design, Work,  
Life and For Print Only May 2013

Merit Scholarship · SAIC  
Fall 2009 — Spring 2012

## SKILLS

Print and Digital Design  
Photography  
Letterpress  
Screen Printing  
Object/Packaging Design  
Concept Development

## SOFTWARE

Photoshop  
Illustrator  
InDesign  
Acrobat  
Microsoft Office  
WordPress  
HTML/CSS  
Mac/PC