

QUALIFICATIONS

- Diverse experience in all aspects of design including print, web and multimedia in both the corporate and agency setting
- Expert knowledge in several areas of brand, traditional graphic design, Flash animation, and illustration
- Exceptional communication and interpersonal skills with more than 20 years of professional experience
- Personable and adaptable character, comfortable in both team-oriented and leadership positions

WORK HISTORY

HealthSpan Integrated Care *formerly Kaiser Permanente, Cleveland Ohio*

2005 – Current, Senior Designer, Print, Web and Brand Design

- Design and art direction of 90% of Marketing Communications collateral, 100% of Corporate Communications and Community Benefit design
- Content and design manager of HealthSpan.org
- Completion of an average of four to five hundred print and web projects per year
- Brand management for all marketing in the Northeast Ohio region
- Design and content management of HealthSpan intranet
- Social media contributor and Twitter management
- Management of freelance and outside design vendors
- Design of marketing campaigns for multiple product lines and initiatives, including Medicare, flu-season, and open enrollment. Design materials included B2B advertising, brochures, and direct mail
- Branding and event management for large-scale broker events at venues such as Cleveland Browns Stadium, Quicken Loans Arena, and Landerhaven,
- 2009 MSBDC Kaiser Permanente Ohio award winner for Marketing Communication most valuable employee

Intellinex LLC, *an eLearning Venture of Ernst & Young, Cleveland Ohio*

2000 – 2005, Senior Media Specialist

- Online training and design for clients such as Ernst & Young, Turner Construction, Toys R Us, Océ, and Cannon Color Copiers
- Management of contract designers. Teams ranging from three to eighteen designers located in Cleveland, Dallas, Denver and Amsterdam

SiD Studios, Concord Ohio

1996 – 2000, Designer/Illustrator

- Design and brand for clients such as Pierre's French Ice Cream, Cleveland Browns and Pepsi-Cola
- Illustration, design, identity and photo correction

COMPUTER SKILLS

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none">• PC and Mac Platform• Adobe Creative Suites• Adobe Acrobat | <ul style="list-style-type: none">• Quark Xpress• SWiSH Max• Microsoft Office including Word and PowerPoint Design and layout | <ul style="list-style-type: none">• HTML• Action Script• Photography• Video and video editing | <ul style="list-style-type: none">• Audio/Video and staging |
|---|---|--|---|

EDUCATION

1996

The Art Institute of Pittsburgh, Pittsburgh PA

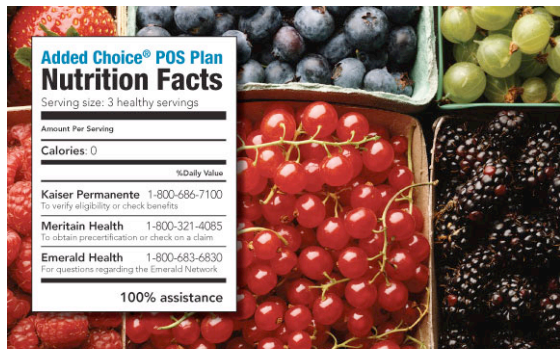
Associates in Specialized Technology Degree, Majoring in Visual Communications

ebencaldwell

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DESIGN EXAMPLES



Client: Kaiser Permanente
Project: Added Choice Mouse Pad
Description: Emerald Health Network and KP Co-branded mouse pad.



"Starting up a new company in the midst of a recession is not a simple accomplishment; it takes an outstanding team, great ideas and support. **Without the health care leadership we have received from Kaiser Permanente, our business and our employees would not be as healthy as they are today!"**

— Gary DeMarco, President, U.S. Refractory Products
usrefractory.com

CHECK OUT A BETTER WAY. CHECK OUT KAISER PERMANENTE.
Kaiser Foundation Health Plan of Ohio is the #1 Private plan in Ohio and the #28 Private plan in the U.S., according to NCCI's Private Health Insurance Plan Rankings 2012-2013.*

Optimize your coverage for next year by asking your health care advisor to include Kaiser Permanente in your 2013 health plan proposal. **Or call us today at 1-800-947-3599** to learn how you can put Kaiser Permanente to work for you.

*NCCI's survey provides more detail on the methodology used to generate the results, including a list of participating carriers and a link to the complete survey report. For more information, visit www.ncci.org. ©2013 Kaiser Permanente. All rights reserved.

Client: Kaiser Permanente
Project: B2B Advertising
Description: Part 1 of a series of ads that ran in Crain's Cleveland to communicate positive group testimonials.



Client: Kaiser Permanente

Project: Healthy Eating Active Living

Description: GEM Ad for Kaiser Permanente HEAL Program.



Client: Pepsi Cola/Cleveland Browns

Project: Collectible Cup and Display

Description: Display unit for inaugural season.

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Client: Pepsi Cola
Project: Fruit Works coupon unit
Description: Refrigerator coupon unit for Fruit Works product.



Client: Pierre's French Ice Cream
Project: Frozen Yogurt packaging
Description: Packaging for Fat Free and Soft Frozen Yogurt.



Client: LuK Automotive
Project: Pro Gold 2 part ad campaign
Description: Part 2 of a Pro Gold ad campaign running in car enthusiast publications.



WEB EXAMPLES

- Mangelos.com
- Cowdenlaw.com

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- Haradhesive.com
- HealthSpan.org