

# EDWARD MILLER

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## EXPERIENCE

*HBK* *Creative Director* *01/2022–present*

- Manage team of freelancers responsible for creation of marketing communications, including designers, copywriters, and other creatives as necessary
- Refresh existing brand, style, and assets to create a cohesive brand narrative
- Lead initiative to design and develop updated brand web presence with planned delivery in June 2023
- Manage video/animation projects in-house or with external vendor
- Provide mentorship and coaching for junior staff within marketing and internal learning teams
- Developed plan to improve workflow by standardizing internal and external facing deliverables
- Championed diversity, equity, and inclusion (DEI) initiatives through participation in HBK Evolve, a firm-wide special resource group

*Deloitte, Tax* *01/2017–01/2022*

- **Design manager, US Tax Transformation Office**  
05/2020–01/2022
  - » Managed design for Tax Transformation leadership, including PowerPoint presentations to national Tax leadership, emails, design and development for SharePoint websites, and updating Tax Transformation brand and templates
  - » Provided design and video support for major multimillion-dollar global technology initiative
  - » Coached junior staff member within team
- **Design manager, Strategic Priorities Office**  
08/2019–05/2020
  - » Managed design for Global Deloitte Private and the Chicago office managing partner
  - » Designed presentations, websites, videos, animations, emails, and event materials
  - » Assisted in the management of the Deloitte Private global brand
  - » Event design for the Chicago office, including annual well-being fair and holiday party
  - » Managed video shoots of employees and leadership
- **Senior designer, Strategic Priorities Office**  
01/2017–08/2019
  - » Managed design for Deloitte's Canadian Tax Leader and the Chicago office managing partner
  - » Worked closely with SPO team to prepare illustrations, themes, presentations, email communications, videos, animations, and event materials
  - » Managed video shoots of employees and leadership
  - » Project management and development for Web projects

## SKILLS

- Adobe Creative Suite
  - » InDesign
  - » Photoshop
  - » Illustrator
  - » Premiere
  - » After Effects
  - » Audition
  - » Dreamweaver
  - » Acrobat
- Video production, animation
- HTML, CSS, Javascript
- WordPress
- Hubspot
- Microsoft Office
  - » PowerPoint
  - » Word

## EDUCATION

### **Duquesne University**

*Pittsburgh, PA*

- Master of Arts in Corporate Communications, 2004

### **University of Pittsburgh**

*Pittsburgh, PA*

- Bachelor of Arts in Studio Arts and Communications, 2002

## EXPERIENCE (continued)

### *Deloitte, Services*

*04/2014–01/2017*

- **Dedicated designer for the US Tax CEO office, Creative Services**

09/2016–01/2017

- » Dedicated design resource within Creative Services for the US Tax CEO office
- » Worked closely with OCEO and US Tax Communications team to prepare presentations, videos, animations, and event materials
- » Designed visual themes for strategic priorities, including a new organizational structure model and a national deployment initiative

- **Senior designer, Creative Services**

04/2014–09/2016

- » Designed materials for Deloitte marketing professionals, including brochures, infographics, interactive PDFs, videos, animations, PowerPoint presentations, email communications, print ads, twitter cards, posters, custom playing cards, and event signage

### *Freelance*

#### *Web Designer*

*01/2009–present*

- Designed and develop websites with WordPress and Drupal content management systems
- Worked with team on design, development, and maintenance of two niche magazine websites with online stores, setting the stage for a 300% increase in site visits over three years to a combined monthly visit total of approximately 200,000

### *Big Picture Communications*

#### *Graphic/Web Designer*

*06/2004–04/2014*

- Designed, developed and/or managed all agency interactive projects, including online ads, website design and development, user experience design, interactive CDs, and presentations
- Worked on design and prepress for print projects, including print ads, logos and identity materials, outdoor, direct mail, brochures, internal and external building signage, and bus wrap signage
- Attended press checks to ensure quality printing standards
- Worked closely with freelance designers and copywriters to implement advertising campaigns locally and regionally
- Updated and maintained client brand standard guidelines