

EDWARD MILLER

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EXPERIENCE

Marcum *Creative Team Leader* *07/2023–present*

- Manage team of graphic designers, senior graphic designers, and multimedia designers responsible for the creation of print, digital, and video marketing communications
- Mentor team members on a consistent basis to maintain professional growth and continued development of design-related skills
- Engage with Chief Marketing Officer and senior designers to address persistent brand identity issues and concerns
- Manage project pipeline and workflows, assisting with design projects as needed
- Established new design review workflow within the Creative team and worked with key stakeholders across the firm to maintain a consistent visual brand

HBK *Creative Director* *01/2022–07/2023*

- Managed team of freelancers responsible for creation of marketing communications, including designers, copywriters, and other creatives as necessary
- Refreshed 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 the Fall of 2023
- Managed video/animation projects in-house or with external vendor
- Provided 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 multi-million-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

SKILLS

- Art direction
- Creative team management
- Brand development
- 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)

- **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

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