

---

# PATRICIA

## O C A M P O

GRAPHIC DESIGNER

### Education

Illinois Institute of Art, Chicago  
AAS Degree - Graphic Design  
6/2008

### Skills

Creative Suite:  
InDesign, Illustrator, Photoshop

Computer Operating System/  
Software: Windows Vista, Microsoft  
Office Suite (Outlook, PowerPoint,  
Publisher, Word, Excel), Adobe Acrobat

Foreign Language: Spanish (fluent)

### Design Strengths

Strong understanding of color theory, color relationships and typographic terms that identify type forms and specifications, required to refer to typographic settings (i.e., points, leading, picas, kerning, tracking, cap-height, x-height, etc.).

Solid understanding on perspective, space relationship, page compositions and grid structures. Familiar with prepress file preparation and production techniques.

### Design Philosophy

In a brand-driven world, I believe brand recognition and impact go hand-in-hand. I strive to build an impactful visual message that delivers meaning in support of the brand.

### Portfolio

[www.emiodesign.com](http://www.emiodesign.com)

[www.linkedin.com/in/  
patricia-ocampo-designer](http://www.linkedin.com/in/patricia-ocampo-designer)

### Contact

773 484 0255  
[paty.ocampo312@gmail.com](mailto:paty.ocampo312@gmail.com)

---

### About Me

I have a solid understanding of how design, marketing, public relations and internal communications work together in support of a brand and corporate reputation. I have the ability to lead projects from concept to completion and successfully organize, prioritize and manage multiple projects in a deadline-driven environment. I'm a lover of typography and donuts.

### Employment History

#### **Advocate Aurora Health, formerly Advocate Healthcare**

Park Ridge, Illinois | October 2017 - Present

*Senior Graphic Designer | Marketing, Brand Services*

Design and develop creative and effective marketing communication pieces for clients within and outside Advocate Aurora Health.

Design print and digital marketing pieces that are visually appealing, brand consistent and theme driven to reflect the organization's message and mission.

Lead, coordinate and collaborate effective communication solutions that translate design concepts into compelling design products for print, web and mobile channels.

Design original collateral pieces, which include, but are not limited to, annual reports, power point presentations, posters, banner ads, flyers, brochures, invitations, educational material, direct mailers and infographics for print, web and mobile.

Manage design projects from conception to completion. Ability to work independently and collaborate with others. Attend meetings as assigned.

#### **Illinois Health and Hospital Association (IHA), pre-merger with Metropolitan Chicago Healthcare Council (MCHC)**

Chicago, Illinois | February 2012 - July 2016

*Graphic Designer | Government and Public Relations*

Designated as lead staff for designing all IHA/MCHC branded corporate marketing collateral, distributed to over 200 Illinois hospitals. Projects include but not limited to annual reports, brochures, whitepapers, recognition luncheons, event invitations, program books, and sponsor advertisements; website content design/imagery.

Collaborate with internal departments to conceive ideas for pitching and proposals. Developed creative concepts for marketing and execution of assigned projects.

Assist with the development of content for the IHA/MCHC website. Coordinate site promotions, imagery, and updates in collaboration with internal departments.

Designated point of contact for external printing contractors and vendors.

Oversee print production process and review quality of final product(s); coordinate delivery of final deliverables/printed collateral to department leadership and senior leadership within the organization and at member hospitals and other collaborating corporate partners.

*Program Manager | Metropolitan Chicago Health Information Exchange*  
Chicago, Illinois | May 2011 - February 2012

*Program Manager | Health Care Workforce Institute*  
Chicago, Illinois | November 2009 - May 2011

*Education and Outreach Specialist | Illinois Poison Center (IPC)*  
Chicago, Illinois | January 2004 - November 2009