






# Lori Hotchkin

## Multidisciplinary Designer / Art Director

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## Experience

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### Crowe – Senior Design Manager

*Grand Rapids, MI | October 2009 – June 2024*

During my time at Crowe, I cultivated a wide-ranging portfolio of print and digital marketing materials targeting diverse audiences in B2B finance and consulting spaces. I balanced creativity with technical precision to lead comprehensive campaigns from concept to execution, fostering supportive team environments, mentoring fellow designers, and collaborating effectively with diverse clients and cross-functional teams.

- Drove cohesive visuals to bolster brand awareness in the market
- Enhanced market strategy through research, brainstorming, and collaboration for integrated campaigns
- Generated pitch decks outlining possible campaign solutions and presented ideas to gain client buy-in
- Provided direction, developed concepts, and executed the design of marketing materials for print and digital collateral while managing third-party contractors
- Mentored, trained, and integrated new team members
- Led weekly “show ‘n tell” meetings to strengthen communication, unity, awareness, and collaboration among a remote creative team
- Oversaw the development of creative assets needed for digital initiatives

### Cru – Graphic Designer

*Puebla, Mexico | January 2003 – January 2009*

I worked as the head designer for the Cru National Office in Puebla, Mexico. I was responsible for materials used at local, regional, and national levels. By connecting with the needs of target audiences, I was able to maximize the impact of various campaigns.

- Took print and web design projects from concept to implementation based on design objectives, budget, deadlines, and target audience
- Designed & implemented new websites, updated & maintained existing websites, and designed online collateral to accurately reflect the organization’s goals, objectives, and identity
- Designed solutions for a variety of products and live events, such as brochures, ads, logos, posters, staging, and digital needs
- Delivered high-quality output in terms of appropriate audience targeting, client expectations, and industry standards of excellence
- Researched and developed English/Spanish bilingual content
- Reviewed and selected photos for design projects

## Tools

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Adobe Creative Suite  
Microsoft Office  
Ceros  
Figma  
Workfront  
Adobe XD  
Invision

## Soft Skills

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Adaptability  
Problem Solving  
Resourcefulness  
Time Management  
Leadership/Mentorship  
Friendly & Approachable

## Education

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### University of Michigan

*Bachelor of Fine Arts,  
Graphic Design*

1998 – 2002