Colin Vargas

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My Key Qualifications

- **5 years of in-house graphic design** across healthcare and higher education, one unbroken stretch from 2021 to today, meeting the posting's experience bar.
- **Adobe Creative Cloud daily**, with advanced InDesign, Illustrator, and Photoshop work on campaigns, brochures, and editorial layout at Rush and Loyola.
- **240+ final assets in 18 months** for 11 service line initiatives spanning orthopedics, cardiology, primary care, and community outreach at Rush.
- **Prepress and print vendor coordination**: preflight checks, proof review, and file packaging cut reprint issues from 5 pieces in 2023 to 1 in 2025.
- Template systems in **InDesign and PowerPoint**: modular brochure templates cut production time from 6 hours to 4 per piece; presentation templates adopted by 4 departments.
- Refined email and paid social creative with engagement data, **improving average email click rate by 0.8 percentage points** across 6 patient acquisition campaigns.

Experience

Graphic Designer — **Rush University System for Health**, an academic health system with hospitals, outpatient care, and physician services

Apr 2023 – Present · 3 yrs 7 mos

- Designed campaign creative for 11 service line initiatives across orthopedics, cardiology, primary care, and community outreach, delivering 240+ final assets across print, email, social, paid media, and in-clinic signage in 18 months.
- Partner with marketing managers, content strategists, and clinical stakeholders to translate briefs into clear, on-brand visual communication while managing concepts, revision rounds, and approvals.
- Redesigned brochure and one-pager templates for the outreach and physician relations teams with modular layouts and reusable InDesign components, cutting average production time from 6 hours to 4 hours per piece across 8 recurring templates.
- Managed prepress review and printer vendor coordination for direct mail, brochures, and event collateral, running preflight checks and standardizing file packaging, which lowered proofing-related reprint issues from 5 pieces in 2023 to 1 in 2025.
- Built accessible PowerPoint and PDF presentation templates adopted by 4 departments for more than 30 physician outreach and leadership presentations in one year.
- Refined paid social and email creative using engagement feedback from the digital team, improving average email click rate by 0.8 percentage points across 6 patient acquisition campaigns.

Visual Designer — **Loyola University Chicago**, private university in Chicago

Sep 2021 – Mar 2023 · 1 yr 6 mos

- Designed recruitment and event materials for undergraduate admissions and 7 campus departments, producing more than 120 final assets over 18 months across print, email, social, and campus signage.
- Built a new suite of presentation and one-pager templates for admissions counselors in Adobe InDesign and Microsoft PowerPoint, cutting average revision rounds from 4 to 2 per project.
- Delivered 22 print jobs (viewbooks, postcards, event programs) with 100% on-time vendor submission, handling prepress checks including bleeds, color specs, file packaging, and proof corrections before release to printers.

Education

- **University of Illinois Chicago** — Bachelor of Arts in Graphic Design · 2017 – 2021

Skills

- **Design Tools:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Figma, Microsoft PowerPoint
- **Print & Production:** Print Production, Prepress, Editorial Layout
- **Marketing & Accessibility:** Healthcare Marketing, Accessibility