

Paul Hecker

Senior Production Designer

Brand Templates, Image Production & Creative Operations

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Professional Summary

Hands-on senior designer combining brand templates, image production, and creative operations. Supported a marketing ecosystem serving 20,000+ financial advisors. Bring creative judgment, clear documentation, and production expertise to consistent print, digital, and presentation materials.

Core Skills

Production design, art direction, print and digital collateral, brand systems, reusable templates, photography, retouching, image metadata, creative operations, vendor coordination, peer mentoring.

Tools: Adobe InDesign, Illustrator, Photoshop, Lightroom, Firefly, Premiere Pro; PowerPoint; Figma; WordPress; Workfront. AI-assisted workflows: Photoshop AI, ChatGPT, Codex, Claude Code.

Professional Experience

Senior Production Designer

Edward Jones | Brand & Creative Services | Remote | 07/2021-11/2025

Supported 20,000+ financial advisors across North America, proactively identifying and resolving template, workflow, and production challenges.

- **Scalable brand systems.** Led creative execution for a customizable marketing platform with design, legal, compliance, and vendor teams. Built modular templates with editable content and protected branding; supported Brand Readiness 2.0 in InDesign, Illustrator, and PowerPoint.
- **Measurable production gains.** Improved templates, standards, and vendor handoffs, contributing to approximately 35% higher production output and 25% less vendor rework.
- **Image library & AI-assisted production.** Prepared 2,000+ approved images with five aspect ratios per image and retrieval metadata for Marketing Hub and Brand Readiness 2.0. Used Photoshop AI and retouching on approximately 50 advisor team photographs, including background cleanup and extensions, adapting each to five ratios.
- **Team enablement.** Helped grow an in-house production group into a multidisciplinary design agency. Created documentation, reusable templates, and repeatable workflows; guided peers through brand and compliance requirements.
- **Presentation design.** Designed and refined executive presentations for high-net-worth prospects over multiple years, improving clarity, brand cohesion, and message impact.
- **Digital collaboration.** Partnered with development teams on client-facing web refinements in Figma, improving accessibility and component consistency.
- **Campaigns & legislative communications.** Partnered with an art director to adapt branding concepts into a congressional packet for Edward Jones representatives meeting new members of Congress. Produced a branded folder, a compact adaptation of the Purpose, Inclusion and Citizenship Report, and supporting documents.

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Professional Experience Continued

Principal & Creative Director

Paul Hecker Design | Rockford, IL | Part-time, project-based | 05/2013-Present

- **Integrated campaigns.** Provide brand design, photography, and production for higher education, retail, and entrepreneurial clients. Deliver outdoor, print, digital, web banner, and HTML email campaigns. Create distinct, coordinated campaigns for furniture and jewelry brands and photography for community-college recruitment.
- **Hands-on creative partnership.** Work directly with clients from concept through final production, reducing agency dependence, shortening revision cycles, and improving turnaround.
- **Portfolio redesign.** Rebuilt the studio's portfolio website, organizing project content and developing case-study presentations to communicate capabilities and experience.

Graphic Designer

Rockford University | Rockford, IL | 05/2017-06/2020

- **Creative operations.** Ran a one-person creative department producing 250-300 scheduled print and digital pieces per academic year. Owned projects end to end, established tracking systems, and trained and mentored student workers.
- **Campaigns & recognition.** Led design and production of the Catalyst fundraising magazine supporting an \$18 million campaign. Created recruitment, fundraising, and alumni materials, photography, and light video. Contributed to four projects recognized with 2018 AAF Northern Illinois ADDY Awards, earning two Silver and two Bronze awards.
- **WordPress & CMS support.** Partnered with the university's web developer on a WordPress redesign, producing and updating branded graphics, web banners, and digital assets within the content management system (CMS).

Marketing & Graphic Design Coordinator

SASid Insurance Development | Janesville, WI | 04/2016-05/2017

- **Brand, web & CMS production.** Created brand assets and large-format partner materials. Designed, built, and maintained WordPress websites and CMS content. Managed vendors and supported campaign analytics; brought marketing production in house to improve turnaround.

Graphic Design Intern

Packaging Coordinators, Inc. | Rockford, IL | 05/2013-07/2014

- **Packaging & media.** Created graphics and prototypes for pharmaceutical packaging. Produced photography and internal training videos from script through delivery, including filming, editing, audio, motion graphics, and export in Premiere Pro.

Education

Rockford University | Rockford, IL

Advanced coursework toward BFA, Studio Art; Graphic Design concentration.

Rock Valley College | Rockford, IL

AAS, Graphic Design & Mixed Media Production; Minor in Cross-Media Production.