

MIKE PRUIM

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Walgreens

Art Director, UI Design · May 2018 - Present

- › Motivate 17-person team by inspiring best industry practices through creative direction
- › Manage 2 designers and a copywriter while supporting business goals across 5 teams
- › Collaborate with email, social, and marketing team directors to align brand strategies
- › Evolve live style guide with standards team to maintain consistent cross-site experience
- › Improve visual QA process by facilitating design and development team collaboration

Senior Interactive Designer, Digital Health · Sep 2015 - May 2018

- › Ideated and pitched Walgreens identity rebrand, then executed throughout organization
- › Redesigned prescription refill hub, resulting in 1.5% conversion lift (\$180 million/year)
- › Streamlined refill email to one click, increasing order conversion 20% (\$400 million/year)
- › Revamped drug info section to consolidate content and add patient-reported side effects
- › Oversaw marketing photo/video shoots and submitted work to award competitions

Interactive Designer, Digital Health · Mar 2014 - Sep 2015

- › Produced presentation delivered by Walgreens president at national health conference
- › Implemented intuitive user flows learned through rapid prototyping and usability testing
- › Created new health and wellness aesthetic used in emails, content, and marketing
- › Supported digital work on a variety of retail, cross-site, and photo projects

Chicago Sun-Times

Senior Designer · Nov 2011 - Mar 2014

- › Built interactive UX/UI solutions for various internal products and apps
- › Created B2B/B2C sales-driven marketing campaigns across 40+ brands
- › Designed ads and special event promotions for internal and external clients
- › Developed sales team collateral based on data analysis reports

GoHealth Insurance

Web/Graphic Designer · Mar 2011 - Nov 2011

- › Led redesign of entire website by utilizing research and data to inform UX/UI
- › Produced B2C web interactions and print collateral to generate sales leads

Alliance Creative Group

Art Director/Copy Editor · Mar 2010 - Mar 2011

- › Rebranded Image Chicago magazine as sole designer and editor of issues and ads
- › Developed web customizations, identity systems, promotions, and package designs

Freelance Design

 · Ongoing

- › Produce creative materials for corporations, schools, and professional networks
- › Maintain strong business practices via client communication and invoice processing

HONORS

Health & Wellness Design Awards (2 category wins)
Graphic Design USA · 2017

Golden Boot Award for Standout Employee Performance
Walgreens · 2015

Best Promotion to Build Circulation/Readership
Local Media Association · 2012

SKILLS

Creative direction
Branding & identity
UX/UI methodology
Marketing strategy
Copywriting & editing
Adobe Creative Suite
Sketch, Zeplin & InVision
Basic HTML/CSS

EDUCATION

Drake University,
BA Graphic Design &
BAJ Creative Advertising
Magna Cum Laude · 2009

Studio Art Centers
International,
Semester abroad
Florence, Italy · 2008