

# Ellen Peeples Cregan

5280 Caroline Street | 1102 | Houston, Texas 77004 | 713.528.4808

[ecregan@cregandesign.com](mailto:ecregan@cregandesign.com)

[www.linkedin.com/in/ellencregan](http://www.linkedin.com/in/ellencregan) | [www.cregandesign.com](http://www.cregandesign.com)

## PROFILE

Highly-skilled Creative Director, Strategist, Graphic Designer, Manager and business owner with broad experience delivering effective tools for a wide range of industries, helping businesses with communication and brand identity. Managed and directed all creative marketing and production activities for two businesses – my own design firm and a publishing house – establishing a strong reputation of design excellence for one, and revitalizing and enhancing the brand reputation and product line for the other.

## EXPERIENCE

**1993 to Present**      **Cregan Design, Inc. | Houston, Texas**  
**Principal | Creative Director | Designer**

*Full-service graphic design and communications firm*

Creative Lead on developing strategies for marketing and communications, and execution thereof

Experienced art direction, design and production for multiple projects in both print and digital channels resulting in a strong client base

High-level project management of teams, multiple projects and assets, successfully ensuring the on-time and on-budget completion of quality deliverables

Successfully design/develop creative concepts from inception to completion for many small- to large-sized organizations. Marketing collateral includes annual reports, branding/identity packages, brochures, private-label books (hardcover and softcover), newsletters, invitations, environmental graphics/displays

Oversee and guide internal and external channels which include designers, writers, media, photographers, videographers, illustrators; maintaining and organizing all creative assets

Long-term relationships with local, national, and international vendors and suppliers; negotiate and oversee all vendor and supplier relationships resulting in best value for clients

Proposal writing and budget preparation

Experienced in presentations and selling design concepts to clients at all levels of management, resulting in a high close rate and multiple years of strong alliances

**Representative clients:** Annunciation Orthodox School, Avenue CDC, The Council on Alcohol and Drugs Houston, Da Camera, DePelchin Children's Center, Enbridge, FMC Technologies, Holocaust Museum Houston, Houston Arboretum and Nature Center, Houston Ballet, Houston Botanic Garden, Houston Exploration, Linbeck, Rice Design Alliance, Sterling Associates, St. Francis Episcopal Church, St. John's School, Texas Children's Hospital, University of Houston, The Beaumont Foundation, The University of Texas, Writers in the Schools

**Industries Served:** Architecture, Bio Medical, Business, Construction, Convention & Entertainment, Education, Finance, Government Agencies, Healthcare, Legal, Non-Profits, Oil & Gas/Energy, Publishing, Real Estate, Religious

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## 2008 to 2014    **Bright Sky Press, Houston, Texas** **Managing Partner | Creative Director**

*Publisher of fine trade books, representing Texas authors and artists*

Grew the size of the trade-book list significantly and established new standards for the company and published titles, increasing the brand's visibility and establishing Bright Sky as one of the largest independent publishers in Houston and throughout Texas

Creation of a comprehensive catalog, new website, social media presence and a wide range of collateral materials

Art direction, design, production and high-level project management for multiple titles at a time

Lead a team of six in design, editorial, production, media relations/PR and finance ensuring successful delivery and promotion of over 90 titles published to the trade

Strong relationships with local, national and international illustrators, photographers, videographers, publishers and printers providing diverse perspectives and high-quality end products

Responsible for all book costs and proposals to authors as needed

Negotiated proposals and managed shipping, warehousing and distribution of titles

Directly involved in all final proofing and approvals, ensuring quality products delivered on time and on budget

## EDUCATION

University of Texas, *Austin, Texas*  
B.S. in Advertising

Hollins College, *Roanoke, Virginia*  
Liberal Arts Concentration

Parsons School of Design, *Paris, France*  
Graphic Design Concentration

## TOOLS

Adobe Creative Suite  
*(InDesign, Illustrator, Photoshop, Bridge, Acrobat)*

Microsoft Office  
*(Word, Excel, Powerpoint)*

Microsoft Windows

Wordpress (design, development & CMS)

Teamwork

Quickbooks

Mailchimp