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EDUCATION

THE UNIVERSITY OF IOWA

M.F.A., Graphic Design, 2009

Art Direction & Design

PROFILE

A print and web graphic designer with a versatile skill set. I see both the big picture and the smallest detail. I love to work with clients and fellow designers to develop creative design solutions. I'm adept at managing short-turnaround jobs in tandem with longer, more complex projects. I can incorporate brand strategy, conceptual thinking, copywriting skills and a strong knowledge of web and graphic design to help support a team.

PROFESSIONAL SKILLS

- Print, Interactive, and Web Design
- Package Design
- Wayfinding Design

TECHNICAL SKILLS

- Illustrator
- InDesign
- Photoshop

- Typography

- Art Direction

- Illustration & Storyboards

- Brand Identity & Collateral

- Traditional & Digital Illustration

- Dreamweaver

- Wordpress

- Squarespace

- Social, Mobile & Online Media

- UI/UX Design

- Copywriting

- Presentations & Public Speaking

- CSS3, HTML5, Javascript

- Basecamp, Google Docs

- Video Production

- Microsoft Office Suite

EXPERIENCE:

Sanitas Skincare: Sr. Manager, Creative & Marketing, June 2015—present

As manager of the creative department I am responsible for design decision-making, leading a two-person design team to establish quality in branding, marketing, packaging, production layouts and collateral. During my tenure I have led a rebranding of Sanitas packaging across the line of 84 products, worked with the marketing team to redesign the company website, successfully pitched marketing concepts and provided creative materials for Red Door Spas, Beaches Resorts and Sandals resorts.

- Marketing & Branding

- Art Direction

- Package Design

- Print and Web Design

- Product Photography

- Illustration

Apartment Investment Management Co.: Senior Graphic Designer, July 2012—January 2015

Member of a 4-person in-house design team at a Fortune 500 REIT. Worked closely with project managers on a wide range of projects including logo and identity systems, print collateral, web and interactive elements and permanent wayfinding signage systems. Managed and coordinated graphic design projects from concept to completion. Able to communicate with print vendors to design and deliver work flawlessly. Helped to implement improved design processes within the department, including time tracking and digital asset management. Conceived and designed streamlined collateral templates that reduced the cost of producing property collateral by 40%. Consistently delivered effective design with the highest level of customer service.

- Environmental Design

- Print Collateral Design

- Digital and Web Design

- Logo Design

- Wayfinding Systems

- Illustration

Zephyr Design: Graphic/Web Designer, 2011—2012

Graphic and web designer and social media manager for a design company with 5 affiliate stores. Responsible for conceptualization and design of websites, branding and promotional materials for the company and its clients. Built and maintained the company's 40-page website and blog, from the sitemap to the SEO.

- Digital & Web Design

- Social Media Marketing

- Art Direction

- Brand Strategy

- Print & Identity Design

- HTML & CSS

The University Of Iowa Office For Study Abroad: Lead Graphic Designer; 2008—2011

Responsible for concept, design, copywriting, and production of wayfinding signage, posters, maps, brochures, web banner ads, and transit ads to promote the study abroad program at a Big 10 university. Developed templates for new publications, special events and outdoor advertising.

REFERENCES available upon request.