

karenlewis

GRAPHIC DESIGNER

503.522.6728 cell
keldesign@comcast.net

AREAS OF EXCELLENCE:

- Project Management
- Problem Definition & Solution
- Understanding Client's Needs
- Identification of Target Market
- Concept Development
- Communication
- Organization
- Results Focused
- Self-Motivated & Directed
- Flexible, Adaptive
- Sm/Lg Group Facilitation
- Detail Oriented

DESIGN EXPERIENCE

Graphic Designer | Cedar House Media | 02/2012 – 04/2013

Designed layout for monthly 32 page publication. Collected and managed clients' creative assets. Created advertisements on as needed basis. Designed projects and prepared files for print including: logos, brochures, menus, flyers and business cards.

Freelance Graphic Designer | kel DESIGN | 06/2005 – 12/2011

Design projects have included branding, identity, custom invitations, business collateral, video DVD's, and some basic web design.

Advertising Manager | Canby Builders Supply | 07/2004 – 06/2005

Created fresh identity for company by first revising logo that had been in place since 1949. Established brand experience by implementing new collateral with redesigned logo and colors. Devised new signage to unify store image and inform customers. Constructed advertising plan to include print, radio, web, television, circulars and direct mail campaigns. Devised and maintained annual budget to maximize vendor co-op money. Planned and executed all promotional events.

Graphic Design Intern | Morrow McKenzie Design | 01/2004 – 05/2004

Practical, hands-on experience included designing, researching, concepting, production work, and web design for a variety of clients including Harry & David and Wild Alchemy.

EDUCATION

The Art Institute of Portland | B.S. Graphic Design | Graduated with High Honors

Azusa Pacific University | B.A. Communication | Graduated Cum Laude.

VOLUNTEER ACTIVITIES

Art Literacy Program Coordinator for Templeton Elementary School, Co-chair Publicity Women's Ministries Board, Volunteer Face Painter at annual picnic for Letty Owing's Home for Drug Dependent Women, Facilitator for Financial Peace University program; Volunteer at Twality Middle School Theater – Set design

SKILLS

Software: CS6 (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver & Flash); Microsoft Word, Excel, PowerPoint, and Publisher; Quark Xpress; Pinnacle Studio 11

Hardware: Proficient with PC or Mac Operating Systems

Life Skills: Conversant in basic Spanish and Japanese