

WORK EXPERIENCE

Freelance Creative Director {Chicago, IL} :: 11.12 - present

- + Worked as a creative strategy consultant and design director for the launch of new brands, websites and mobile applications
- + Made presentations to key stakeholders, worked on a team with UX analysts, marketing managers, and developers, and created style guides for the in-house creative departments

CLIENTS: Salesforce, VSA Partners, U.S. Dept. of Defense, Homefinder.com

Senior Designer :: Critical Mass {Chicago, IL} :: 2.11 - 11.12

- + Was lead designer on numerous digital marketing initiatives for major brands including site consolidation and creation, mobile apps, digital brand style guides, Facebook apps, banner ads and social media templates.
- + Managed junior designers, developers and outside vendors to complete projects in a timely manner.

CLIENTS: Nissan, Infiniti, United Airlines, Humana, Illinois Lotto

Principal :: Karli Kujawa Print + Web Design {Indianapolis, IN} :: 1.09 - 1.11

- + Directed creative strategy and execution for businesses and non-profits.
- + Pitched services, submitted responses to RFPs, made client presentations, managed projects and trained staff on new content managed websites.

CLIENTS & AGENCY PARTNERS: McDonald's, Office Max, Tribal DDB

Art Director :: Silver Square, Inc. {Indianapolis, IN} :: 5.08 - 1.09

- + Art directed projects from conception through completion including brand development, websites, advertising, and promotional materials for clients in a number of sectors

CLIENTS: Indiana State Dept. of Agriculture, Sanders Candy

Graphic Designer :: Cardinal Brands, Inc. {St. Louis, MO} :: 4.05 - 11.06

- + Lead designer for office products, packaging, and point-of-sale materials that helped Cardinal Brands' sales grow by 17.3%
- + Art directed and designed advertising, line catalogs, and packaging of private label merchandise for Fortune 500 companies

CLIENTS: Staples, Office Max, Office Depot, W.B. Mason

EDUCATION

Ball State University :: 2008

Muncie, IN
MA :: Metals
Additional focus in Visual Comm.

Truman State University :: 2004

Kirksville, MO
BFA :: Visual Communications

SOFTWARE SKILLS

Expert in Adobe Creative Suite
Knowledgeable in OmniGraffle
Working knowledge of design best practices for HTML/dHTML, JavaScript, and Flash

ADDITIONAL SKILLS

Creative strategy
Collaborating on teams
Presentations
Wireframing and prototyping
Digital and film photography
Short-film animation and editing
Vector illustration
Gouache, charcoal, and pencil illustration