

kara martin *design*



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>> *portfolio* www.karamartindesign.com

>> *personal statement* I'm the person that makes it happen—with a long list of talents and the proven ability to plan and actively coordinate large projects with successful results, I aim for ever higher goals with each new project. I value quality, efficiency, timeliness, and team work, and seek a position where I can contribute my skills while experiencing continued personal growth. If you are looking for an extremely organized, highly creative, web-savvy designer with a marketing mind and excellent programming, writing, and project management skills to boot, then look no further!

>> *experience*

Monkeyhouse Marketing & Design and Wedding Day Magazine, Mishawaka, IN, June 2007–Present

Graphic Designer & Web Programmer for Monkeyhouse Marketing, Lead Designer and Assistant Editor of Wedding Day Magazine

As Graphic Designer & Web Programmer, I worked directly with clients on projects ranging from branding and logo design, print design and page layout, and website design and development, handling many projects solely from start to finish. I generated much referral and repeat business for Monkeyhouse. Working for a small business, I wore many hats, taking on additional duties such as setting benchmarks for meeting project deadlines, planning and organizing projects, quoting print materials, research, copywriting, writing proposals, obtaining creative brief materials, providing technical support for clients, and more.

From start to finish I played an integral role in the production of Wedding Day Magazine, a free quarterly publication distributed in Indiana and Michigan. I brought a sophistication to the look of the magazine, with a depth of content and design not often found in free publications. From Spring 2009, I organized themes for each issue, coordinating art direction for the cover shoots and planning all editorial content which served to engage our audience while providing promotional opportunities for our advertisers (and in turn supporting sales). I introduced a new level of organization to the production, taking it from a magazine which was “never done on time” when I was hired, to a magazine that was always done on time. Due in part to my contributions, in my first year on the job the magazine more than doubled in size; in my second year expanding to include new markets with continuing plans for expansion, despite the recessionary economy.

YMCA of Michiana, South Bend, IN, September 2003–June 2007

Graphic Designer

Assembled quarterly program guides, gathering course schedule information from numerous instructors, assuring uniform presentation and accuracy of information, meeting deadlines for time-sensitive materials and staying under-budget with printing costs by design (by restricting page count and color usage) for this non-profit.

Working Persons Store, Lakeville, IN, August 2005–June 2006

Product Photographer and Digital Photo Editor

Arranged products (primarily shoes) for digital photography, presenting product in uniform angles across diverse styles, ensuring accurate color representation (through lighting and color correction), and retouching imperfections. Photographed, clipped, and saved hundreds of products for this e-commerce site, www.workingperson.com.

>> *education*

Bachelor of Fine Arts, concentration in Graphic Design, Indiana University, South Bend, IN, 2007

>> *skills*

Adobe Suite, CS4: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Director. QuarkXPress. Prepress. Writing, proofing, and editing copy for ads, websites, magazine editorial and more. Hand-coded HTML and CSS, Javascript, search engine optimization, website hosting and managing database driven websites. MS Office: Word, Excel, Powerpoint. Outlook, Mac Mail. PC and Mac operating systems. Extensive experience with traditional print processes such as screen printing, lithography, and mono-printing techniques. Digital and manual photography and digital photo retouching.

>> *references available upon request*