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| karen**lewis** | [www.kel-design.com](http://www.kel-design.com)  503.522.6728 cell  [keldesign@comcast.net](mailto:keldesign@comcast.net) |

GRAPHIC DESIGNER

**AREAS OF EXCELLENCE:**

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| * Project Management | * Organization |
| * Problem Definition & Solution | * Results Focused |
| * Understanding Client’s Needs | * Self-Motivated & Directed |
| * Identification of Target Market | * Flexible, Adaptive |
| * Concept Development | * Sm/Lg Group Facilitation |
| * Communication | * 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; Conceptuatlized & developed advertisements for advertisers on as needed basis; Designed projects and prepared files for print including: logos, brochures, menus, fliers, posters and business cards. Created sales tools and contracts. Sold advertising space for publication. Met and often exceeded monthly sales quotas.

**Freelance Graphic Designer | kel DESIGN | 06/2005 – 1/2012**

Consulted with clients to define challenges/problems; identified target market(s) and proposed solutions. Guided clients through print process, advising on paper & ink selection. Design Projects have included: brochures, postcards, posters, branding and identity, custom invitations, event & business collateral, video DVD's, and 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 awareness 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 maxmize 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