



KAREN CLARK
Graphic Designer

get in touch...

07971 963716

sayhellotokaren@gmail.com

www.behance.net/KarenLClark

www.karenclarkdesign.com

Work Experience

2015	2012	2008	2003	2001	1999	1998	1995	pre-1995
2015 Freelance Graphic Designer.	2012 – 2015 In-house Graphic Designer, IT luggage.	2008 – 2012 Senior Graphic Designer, Juice Creative.	2003 – 2008 Senior Graphic Designer, Room 2 Design.	2001 – 2003 Middleweight Graphic Designer, Rhodes Brand Communications.	1999 – 2001 Junior Graphic Designer, Bianchi & Kerrigan, (in Italy).	1995 – 1998 BA Hons (2:1) Communication Media (Graphic Design route) Kent Institute of Art & Design (now University for the Creative Arts).		<ul style="list-style-type: none"> • HND Graphic Design at Nene College Northampton. • ND Design at Harlow College. • Nine GCSEs at St Nicholas School, Old Harlow.

Qualifications

Design Skills

Graphic designer specialising in printed projects, producing a wide variety of creative work from original concept through development and production.

Typical Design Projects include:

- Design for print: catalogues, prospectuses, brochures, educational course books, corporate literature, annual reports, point of sale, packaging, exhibition stands, direct mail and newsletters.
- Branding: Logo design and brand development, including producing brand guidelines and implementing across a variety of print and digital formats.
- Digital: including art directing online videos, design of websites, web banners and email communications.

Additional Creative Skills:

- Illustration (using Mac and traditional materials).
- Powerpoint presentations.
- Art direction on photoshoots, on location and in studios.
- Creative copywriting.
- Surface print / textile design.
- Retouching images.

Computer Skills:

- Expert knowledge of Creative Suite especially InDesign, Photoshop and Illustrator.
- Good knowledge of Microsoft Office and iWork, as well as Basecamp and Harvest for project management.
- Basic knowledge of HTML & CSS and Keyshot 3D imaging software.

Print Production Skills:

- Artwork checking and preparation, including preflight and final PDFX creation.
- Setting design style templates for other designers and artworkers to adhere to, including implementing XML in InDesign.
- Producing advertisements for national papers to tight deadlines.
- Designing work for production in more than one language.
- Checking artwork, both graphic and surface pattern, for production overseas, including China.

Project Management Skills:

- Managing individual and group projects from start to finish.
- Presenting creative work internally to senior management and externally to clients.
- Liaising with clients throughout a project.
- Producing quotes, scheduling projects and calculating design costs.
- Arranging print production including specifying print techniques and materials.
- Attending press passes.
- Commissioning and supervising external illustrators, photographers and film makers.
- Working with web designers and programmers to implement digital projects.

Clients

Previous clients have included:

Pearson, Epping Forest College, The Resourcing Group, Penguin, GE Lighting, 360 Marketing, Bell, Pentagon Tiles, Green Baby, Trucklite, The Dream Lodge Group, Inkerman, Felsted School, Harrods Aviation, Motobility, UCLS, IIED, Technogel, Selle Royal.

Interests

I enjoy working on my personal illustration projects, life-drawing and reading. I love baking & cooking, especially with homegrown vegetables from the garden. I love camping in the great outdoors, travelling and experiencing new cultures.