

karen cook graphic designer/art director

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experience

TransCore | *Carrollton, Texas* (October 1998 - present)

Senior Art Director + Senior Graphic Designer

- Responsible for the development and design of all advertising, layout of collateral, brochures, identity/logos, tradeshow/environmental graphics, flyers, proposal items, posters, invitations, sales kits, presentations
- Create and maintain the corporate branding to create consistency (templates, ads, collateral, presentations)
- Responsible for photo editing, website photography, and the art direction of photo shoots
- For the past 5 years, worked on an average of 150 projects per year – all on time and on budget
- Ability to take a project from the blank page (brainstorming, design, layout) to the end product (production, pre-press, digital and off-set printing)
- Responsible for the photo library, photography budget, and purchase of photography
- Responsible for the cost bid process on all outside print/production projects
- By researching new vendors/sources, reduced photography expenses by 20% while increasing the amount of available stock

The Peoples Network | *Carrollton, Texas* (June 1996 - October 1998)

Art Director + Designer

- Responsible for the development, design and production management on all projects: advertising, collateral, logos, tradeshow/environmental graphics, flyers, packaging, and promotional items
- Consistently brought projects in on time and on budget
- Created a product catalog that increased company sales by 25%

BlackRogersSullivanGoodnight, Inc. | *Dallas, Texas* (January 1995 - June 1996)

Junior Art Director + Designer + Intern

- Successfully managed the creation of over 100 individualized advertising manuals (project was under budget and a very tight deadline)
- Worked directly with the Creative Director and Senior Designer
- Responsible for the production, concept, and design development on many accounts
- Responsible for the creative supervision on all intern projects

education

Bachelors of Fine Arts (1995)

University of North Texas | *Denton, Texas*

Areas of concentration: Visual Communication, Marketing, and Television/Film

knowledge

Technical Tools

Highly Skilled: Adobe Creative Suite (Photoshop, Illustrator, Acrobat, InDesign), QuarkXpress, Microsoft Office (Word, PowerPoint, Excel), Working Knowledge: Adobe Creative Suite (Dreamweaver, Flash, Fireworks), CSS, HTML; Mac and Windows platforms

Design Skills

I'm a **graphic designer/art director** with several years of experience in both corporate in-house and advertising agencies. I'm a geek for typography, color theory, and design. I'm a thinker, a doer, a juggler, and a go-getter.

Multi-talented professional with excellent interpersonal, writing, and communication skills. Teamplayer with the ability to translate strategic, conceptual ideas into design experiences. Highly skilled in client and vendor relations. Highly organized with an ability to thrive in a fast-paced and dynamic environment. Strong attention to detail and follow through with an emphasis on working within budget requirements. Ability to work under tight deadlines. Experience in working with cross functional teams over multiple areas: clients, executive management, sales force, engineers, technicians, and administrative personnel.