



Karen Lowe
151 Chestnut St 2nd Floor
Newark, NJ 07105

Contact me:
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PORTFOLIO:
www.karenlowestudio.com

CAREER OBJECTIVE:
Enthusiastically create graphics and design as part of an innovative team at a reputable corporation.

TECHNICAL SKILLS:

TOOLS

- Adobe Illustrator
- InDesign
- Photoshop
- Flash
- Dreamweaver
- Microsoft Word
- Excel
- PowerPoint
- FTP

OPERATING SYSTEMS

- Windows 9X / NT / XP
- Mac OS X

CODE EDITING

- HTML
- XML
- CSS
- Actionscript

EXPERTISE

- Vector Graphics
- Photoshop Mockups
- Branding

WORK EXPERIENCE:

Karen Lowe Studio ('06-Present)
Freelance Graphic Designer & Illustrator

Websites, Identity, illustration, landing pages, email design, flash banner ads, print ads, newsletters, direct mail, social media, marketing consultation.

WEBSITE DESIGN

www.kundaliniyatras.com 2009-Present
This is an ecommerce HTML and CSS site. I was responsible for building the site from scratch and creating any proprietary graphics. I also assisted with content writing and set up the Ecommerce portion. We worked directly with merchant.com. I am responsible for the maintenance and updates of the site when necessary.

- Edited and arranged HTML & CSS code
- Managed Ecommerce shopping cart and checkout
- Created Graphics and optimized images

www.cassandrasedenfeld.com 2008-Present
The design problem involved with this site was to incorporate all of her varied talents and events in one place while maintaining a cohesive appearance. With hundreds of images, the site needed to be streamlined and light. Navigation is very simple and predictable. The use of sound (however strongly discouraged) was required, and it is set to play after the site finishes loading. The navigation and interface design was intentionally basic and predictable.

- Created Flash website using a combination of basic timeline animation and Actionscript
- Incorporated XML galleries and dynamically loading images where applicable
- Optimized and corrected images and graphics
- Responsible for maintaining site with new info and adding updates monthly

www.debragoertz.com 2007-Present
With over 300 images, this site was a challenge to compile and maintain optimization. The most unique feature of this site is that a variable image is displayed each time the page is visited. The design was kept mostly minimal in order to showcase the work. Organization was imperative as the timeframes had to be intact and clearly labeled. The interface was purposefully made to be basic in order to coincide with the minimalistic design.

- Created Flash website using a combination of timeline animation and Actionscript
- Added dynamically loading pages using LoadMovieNum to maintain streamlined optimization
- Incorporated a slideshow for each year category

OTHER NOTABLE WEB PROJECTS:

- www.sym7.com
- www.kinres.com
- www.swecleaning.com
- www.cafferosso.com.au
- www.catas.com
- www.thebooksitters.com/au



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WORK EXPERIENCE (CONT'D):

Haworth Press ('03-'06)

Art Director & Book Cover Designer

Create designs for various genre book covers. Communicate with authors, editors and internal marketing department to create communicative, sales driving book covers. Follow company style & protocol in all processes.

Press & Sun Bulletin ('00-'03)

Advertising Specialist

Create newspaper advertising for various daily and non-daily publications and magazines. Consult businesses and increase sales by promoting a value-selling model. Create new business, and manage assigned accounts, while building solid rapport with clients.

Vigor Creative (2000)

Senior Graphic Designer & Office Manager

Contract assignment creating flash introductions, brochures, corporate identity packages and advertisements and websites. Responsible for business development, and office/client relations. Managed entire project process and continually communicated with clients.

Sprint Publishing & Advertising ('00-02)

Graphic Designer

Responsible for development of advertising in the entire NC region Sprint phone books. Assist and consult businesses in creating effective yellow page advertising.

EDUCATION:

Bachelors of Science (2006)
Visual Communications
Westwood College of Technology

CLIENT LIST:

Time Magazine	Discovery Channel
Teacher Created Materials	Peacock Digital
Potts Data	A. Care Network
Symbiosis Studio	FoodPath
Minuteman Marketing	Kundalini Yatras
KOST Tire & Auto Care	Catas Restaurant
International Masters Publishers	V.I.N.E.S.
Debra Goertz	Indros Group
Cassandra Seidenfeld	Catas Restaurant

TESTIMONIAL:

Rio Longacre, Client (Indros Group)

"My firm has hired Karen many times over the past few years for a variety of web and traditional marketing projects. She has always delivered excellent work, and takes feedback extremely well. She is a consummate professional who can always be counted on to meet a tight deadline... even on short notice. She has a keen understanding of marketing and can definitely add valuable feedback to the creative process." -September 23, 2010

References furnished upon request