



KAREN PEZZUTI

GRAPHIC DESIGNER

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QUALIFICATION SUMMARY

Dynamic, creative Designer with more than 20 years of exemplary working experience with emphasis in graphic designs and technical illustrations. Ability to work under pressure and consistently meet deadlines without sacrificing creativity. Design and create graphics to meet specific commercial or promotional needs including packaging, displays or logos. Adept in utilizing variety of software to achieve artistic or decorative effects including: Adobe Illustrator, Adobe PhotoShop, Quark, InDesign, PowerPoint, Acrobat Pro, DreamWeaver, Flash and basic HTML on both PC and Mac platforms. Recognized for professionalism, positive attitude, commitment to excellence, and ability to communicate with senior management, associates, and customers.

CORE COMPETENCIES

- **Thinking Creatively** - Developing, designing or creating new applications, ideas, products, relationships, or systems including artistic contributions
- **Time Management** - Able to prioritize, deadline driven
- **Customer Relations** - Knowledge of principles and processes for providing customer and personal services including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
- **Sales / Marketing** - Knowledge of principles and methods for showing, and selling products or services including marketing strategy and tactics, product demonstration, promotions, sales techniques, and sales control systems that increases revenue

SOFTWARE EXPERIENCE

- PhotoShop
- Illustrator
- InDesign
- Quark
- Acrobat Pro
- Flash
- DreamWeaver
- Word
- PowerPoint
- Excel

RESPONSIBILITIES

- Responsible for all graphic support including brochures, newspaper & magazine ads, direct mail, billboards, logo design, POP displays and designs for web sites.
- Managed the production of all jobs, and negotiated with vendors.
- Worked directly with Marketing Vice President in providing a company-wide graphic support including 47 sales offices in eight states
- Coordinated multiple functions involving project planning and budgeting, layout design, proofs review and final approval, presentation approach, photo shoots and attending press checks
- Assisted staff and vendors in creative activities such as development of design concepts to project completion
- Selected to represent company in external creative and marketing activities; delegated to establish in-house ad agency/Housing Media to meet marketing requirements independently
- Consistently contributed to corporate sales and success through provision of new ideas and concepts that saved the company 1.8 million dollars in advertising and graphic support
- Created illustrations, graphs and charts for technical presentations; initiated illustrations for military training manuals and paper mill
- Attained TS security clearance for the job and consequently assisted in re-organizing staff of 20 in a department; provided illustrations, brochures, displays and hand-made slides (vugraphs) for top military officials
- Provided pre-press and graphic design support for printer.

PROFESSIONAL EXPERIENCE

Graphic Designer/Prepress: STEPSCO PRINTING • OAKWOOD, GA 2009-2010
Art Director: THE MILESTONE MEDIA GROUP • Cumming, GA 2007-2009
Art Director: AMERICA'S HOME PLACE • Gainesville, GA 2000-2009
Freelance Graphic Artist • Dayton, Ohio 1989-2000

EDUCATION

Associates of Applied Science in Commercial Art Technology
SUMMA CUM LAUDE • SINCLAIR COLLEGE • Dayton, Ohio
Continuing education at Lanier Tech – Web Design

EXPERTISE

- Catalogs and Brochures
- Direct Mail
- Newspapers Ads
- Signage
- Logo creation
- Point-of-Purchase Displays
- Trade Show Displays
- Technical Illustrations
- Presentations
- Product Ad Development
- Vehicle Wraps
- Digital Photography
- Corporate Package Design
- Web Page Design
- Large Format Printing
- Pre-press
- Conceptualizing Military and Corporate Training Manuals