



# KAREN PEZZUTI

# GRAPHIC DESIGNER

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☎ 770.534.1828

## QUALIFICATION SUMMARY

Dynamic, creative Designer with more than 30 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, Power Point, and Acrobat Pro on both PC and Mac platforms. Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to communicate and working with senior management, associates, and customers.

## CORE COMPETENCIES

- ☛ Thinking Creatively - Developing, designing or creating new applications, ideas, relationships, systems or products, including artistic contributions
- ☛ Time Management - Managing one's own time and the time of others
- ☛ 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
- ☛ Marketing - Knowledge of principles and methods for showing products or services, product demonstration, and promotions, that increases revenue

## EXPERTISE

- ☛ Catalogs and Brochures
- ☛ Direct Mail
- ☛ Newspapers Ads
- ☛ Signage
- ☛ Point-of-Purchase Displays
- ☛ Trade Show Displays
- ☛ Technical Illustrations
- ☛ Corporate Presentations
- ☛ Product Ad Development
- ☛ Original and Custom Artworks
- ☛ Digital Photography
- ☛ Corporate Package Design
- ☛ Logo creation
- ☛ Conceptualizing Military and Corporate Training Manuals

## PROFESSIONAL EXPERIENCE

- Art Director: THE MILESTONE MEDIA GROUP • Cumming, GA 2007-Present**
- ☛ Provide graphic support for an expanding client base with projects such as magazine and newspaper advertising, corporate identity packages, sales center displays, signage, art for web pages, and all collateral material.
- Art Director: HOUSING MEDIA/AMERICA'S HOME PLACE • Gainesville, GA 2000-2007**
- ☛ Working directly with Marketing Vice President in providing a company-wide graphic support including 47 sales offices in eight states
  - ☛ Skill set relied upon to serve multiple functions involving project planning and budgeting, layout design, proofs review and final approval, photo shoots and attending press checks
  - ☛ Assisted in creative activities from 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
  - ☛ Consistent contributor 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
- Freelance Graphic Artist • Dayton, Ohio, 1989 - 2000**  
 THE TRAINING GROUP AND COLOR COMP • CIVIC ORGANIZATIONS/CHURCHES
- Art Director/Computer Graphics: MCBRIDE ADVERTISING • Dayton, Ohio 1987-1989**
- ☛ Spearheaded company's in-house graphic department; perform functions covering technical illustrations, paste-up, photography, press-checks, client contact, logo design, point-of-purchase displays, creating brochures and other graphic tasks
  - ☛ Worked on diverse organizations involving layout and design of brochures, newspaper ads, illustrations, paste-up, typesetting and client contact
- Freelance Computer Graphics/Desktop Publishing • Dayton, Ohio 1985-1987**  
 SOFTECH • LITTON COMPUTER SERVICES • KDM GRAPHICS • SLIDEWAYS
- ☛ Created illustrations, graphs and charts for technical presentations; initiated illustrations for military training manuals and paper mill
- Lead Illustrator/Supervisor: Universal Tech. (WPAFB) • Dayton, Ohio 1979-1985**
- ☛ 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

## EDUCATION

Associates of Applied Science in Commercial Art Technology  
 SUMMA CUM LAUDE • SINCLAIR COLLEGE • Dayton, Ohio, 1979