

KAREN M. ARRINGTON

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SENIOR GRAPHIC DESIGNER and ILLUSTRATOR

Experienced Graphic Designer and Illustrator with expertise in creating direct marketing designs for print. Ability to manage and coordinate graphic design projects from concept through completion. Expert at desktop publishing, typography and color theory with the ability to multi-task. Proven success in creating impactful, page-turning catalogs, must-open component packages, and need-to-read reports for lead gen email capture. Skilled in the Adobe Creative Suite, she has developed an excellent body of work and established strong working relationships with Marketing and Brand teams to increase response rates (RR) and Average Order Value (AOV).

TECHNICAL and BUSINESS COMPETENCIES

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC

Illustration
Direct Mail Design
Organization

Excellent Communications
Collaboration
Salesforce

EXPERIENCE

Healthy Directions, LLC, Bethesda, MD

1997–2017

Senior Designer

2009–2017

Created and designed a full range of high-quality direct marketing pieces for print and electronic formats including catalogs, brochures, reports, component packages, product labels and newsletters. Mentored and provided creative direction to junior design staff. Redesigned high-visibility and revenue-generating print catalogs that generated increased customer spending. Incorporated new health content into the sell pages of the catalog, helping to educate customers, as well as to drive them online. Updated content, product specs and offer monthly, designed new covers, various internal pages, and edited guts to keep the catalog fresh and relevant to our customers.

- Collaborated with team of copywriters, marketers, and brand leaders to plan and execute eye-catching and engaging direct mail and digital designs maintaining creative standards.
- Created and maintained brand identity for core doctor brand, bringing consistency throughout the entire doctor line and boosting the doctor's familiarity and trust with his customers.
- Designed and executed the inaugural version of a multi-product component package that generated a 2.0% RR and a market contribution of over \$10k. This package has been included in future mail plans due to its success.
- Redesigned stock-up components, which cut the Cost Per Piece (CPP) by \$.04–\$.05 each, in turn increasing overall margin on campaigns.
- Designed a variety of print pieces including catalogs, stock-up mailers, component packages, product inserts, special reports, infographics, logos, bind-In cards, and other supporting direct marketing pieces. Generated concepts and followed through to final production.

- Designed reports for email lead-gen campaigns successfully increasing email capture to generate new customer leads.
- Art directed photoshoots for promotional materials in studio and on location. Worked one-on-one with the photographer as well as lead teams of 2 to 3 people.
- Worked closely with marketing department and print vendors to maximize efficiency.
- Provided direction and guidance for junior designers.

Graphic Designer

1999–2009

Used my solid knowledge of design and print production to create compelling and profitable direct mail marketing vehicles.

- Created and produced page layouts and designs for catalogs, inserts, component packages and various other promotional materials.
- Managed multiple projects and deadlines.
- Worked closely with art directors, senior designers, marketing and brand teams to create designs.
- Created original illustrations for use in multiple catalogs and reports.

ADDITIONAL RELEVANT EXPERIENCE**Freelance Designer and Illustrator**

1998–present

Create and design page layouts, logos, infographics, book covers, and masthead for a website landing page.

EDUCATION AND PROFESSIONAL DEVELOPMENT**Bachelor of Fine Arts—Illustration**

Moore College of Art Philadelphia, PA

Completed coursework—Computer Graphics

Tompkins Cortland Community College Dryden, NY