

KAREN Rockafellow

CREATIVE PROFESSIONAL

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KarenRockafellowCreative.com

EDUCATION:

Kutztown University | May 2009
BFA | Communication Design
Concentration in Graphic Design
& Interactive Design

PLATFORMS:

MAC OS X and PC

ADVANCED SOFTWARE SKILLS:

Adobe Creative Suite: Acrobat Pro,
Illustrator, InDesign, Photoshop;

Microsoft Office: Excel, PowerPoint, Word

WORKING KNOWLEDGE:

Adobe: After Effects, DreamWeaver,
Flash, Sketch; Basic HTML & CSS;
Constant Contact; Justinmind Prototyper;
Prezi; Quark; SharpSpring; Wordpress

AWARDS:

GDUSA Web Design Awards
2015, 2016, 2017, 2018

GDUSA Health + Wellness Design Awards
2014, 2016

GDUSA American Graphic Design Awards
2013, 2014, 2015

GDUSA In House Design Awards
2015

VOLUNTEER & PRO BONO WORK:

Johnny Seel Charity Event
Logo, Program, Sponsor Forms

Karaoke For a Cause
Logo, Flyers, Programs,
Promo Items, Social Media Graphics

Major League Beer Games
Logo, Supporting Icons

Just Cause
Charity Group Logo

DESIGN EXPERIENCE:

Art Director | December 2013–Present

Points Group LLC | Florham Park, NJ

Responsible for creative department; oversees all print, web, and freelance designers, as well as in-house videographer/photographer. Lead the creative team to be recognized with over 26 awards from GDUSA national graphic design competitions. Work one on one with clients, vendors, content team, digital marketing department and project managers to keep projects and campaigns running smoothly and manage creative timelines. Collaborate with team to establish marketing objectives and translate them into clear creative strategies. Work on all print projects from concept to completion for both B2B and B2C clients. Use mood boards to establish brands that have consistency across all mediums. Create digital designs such as online ads, website/landing page layouts and social media artwork. Step outside the box with projects that are pop up, unique folding and unique materials.

Lead Designer | March 2011–December 2013

Points Group LLC | Morristown, NJ

Lead the design and production of all print projects from inception to completion for both clients and internal marketing purposes. Prepared initial design concepts for client acquisition pitch presentations; Created images for websites and social media; Designed and assembled mood boards for interior design of offices and created customized art pieces for clients.

Junior Graphic Designer | March 2010–March 2011

Points Medical | Somerset, NJ

Designed and prepared all creative print pieces for a variety of healthcare organizations. Assisted in updating code on websites and the design/development of eNewsletters. Lead the design and assembly of the company's first corporate portfolio. Served as content manager with responsibilities that included organizing print samples and the digital files library.

Freelance Designer | 2008–Present

Two River Theater | Red Bank, NJ | Programs, Sell Sheets

Wormann Consulting | North Jersey | Digital Ads, Flyers, Logo/Branding, Stationery

Wedding Related Events | Hazlet, NJ & Philadelphia, PA | Event Branding, Invitations

The Tidal Group | Brielle, NJ | Logo

U-Frame-It | Aberdeen, NJ | Letterhead, Recreate Logo

Marketing Genome Project | South Plainfield, NJ | Presentation Decks

Fitzpatrick Printing Solutions, Inc. | Colts Neck, NJ | Ads, Labels, Program Books

Freelance (Temp) Design Jobs | Summer 2009–2010

Kurani Interactive | Red Bank, NJ

Part time job assisting web designers, using systems such as EZ Publish to maintain and update websites.

Promo Guys Marketing | Red Bank, NJ

Prepared large format images and documents to create the new art work for promotional booths at conventions including Comicon. Clients included Rock Band, Borderlands, Bioshock 2 and Mafia.

Visual Communications Intern | Fall 2008

Air Products & Chemicals Inc. | Allentown, PA

Participated in corporate design projects such as annual reports, ads, sell sheets, etc. Had more creative freedom creating invitations, calendars, posters, logos, etc. for company supported non-profit organizations.

Assistant Print Broker | Summer 2007–2009

Fitzpatrick Printing Solutions | Colts Neck, NJ

Clerical work including filing, working with estimates, purchase orders, invoices, and billing using QuickBooks. Dealt closely with vendors and clients going to meetings and press checks. Updated art for design pieces in ads and newsletters.

Picture Framer | 2005–2010

U Frame It | Aberdeen, NJ

Helped customers select framing for various art pieces, framed art, touched up art and assisted in organization of store and design items.