

KAREN ROCKAFELLOW

CREATIVE PROFESSIONAL

DESIGN EXPERIENCE:

732.245.7506

KarenMRockafellow@gmail.com

KarenRockafellowCreative.com

EDUCATION:

Kutztown University | May 2009
BFA | Communication Design
Concentrations 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:

WordPress
Basic HTML & CSS
Adobe After Effects
Adobe Dreamweaver
Adobe Flash
Constant Contact
Magazine Manager, Flipsnack
Salesforce, SharpSpring
Wrike, Zendesk
Prezi

VOLUNTEER & PRO BONO WORK:

Fair Haven Green Team
The Center, Asbury Park
Karaoke For a Cause
Johnny Seel Charity Event

Projects include:

*Logos, Signs, Flyers, Programs,
Sponsor Forms, Promo Items,
Social Media Graphics,*

LEAD DESIGNER | OCTOBER 2018–APRIL 2022

The Journal Publications | Shrewsbury, NJ

Worked with the editor, sales team and clients on the creation of advertisements and all design needs in the company. Assisted editor with the layout and design of all five monthly magazines. Performed monthly updates to content on the website using WordPress. Created digital elements for company's social media and website. Organized asset library while creating a standardized system for file naming and archiving. Worked with vendors on quality control.

ART DIRECTOR | DECEMBER 2013–OCTOBER 2018

Points Group LLC | Florham Park, NJ

Responsible for the creative department; oversaw all print, web, and freelance designers, as well as in-house videographer/photographer. Worked with clients, vendors, content team, digital marketing department and project managers to keep projects and campaigns running smoothly and manage creative timelines. Collaborated with the team to establish marketing objectives and translate them into clear creative strategies. Worked on print and digital projects for both B2B and B2C clients. Led the creative team to be recognized with over 26 awards from GDUSA graphic design competitions.

LEAD DESIGNER | MARCH 2011–DECEMBER 2013

Points Group LLC | Morristown, NJ

Led 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. Led 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

Projects include: Logos/Branding | Print & Digital Ads | Posters | Programs/Journals
Event Branding | Mailing Campaigns | Social Media | Website Redesigns | Presentation Decks

Two River Theater | Red Bank, NJ

Morris Arts | Morristown, NJ

DCAT (Drug, Chemical & Associated Technologies Association) | Robbinsville, NJ

Shear Love Hair Design | Shrewsbury, NJ

Notable Labs | Foster City, CA

Wormann Consulting | Long Valley, NJ

Aegis Capital of Middletown | Middletown, NJ

Marketing Genome Project | Asbury Park, NJ

DESIGN TEMP JOBS | SUMMER 2009–2010

Kurani Interactive | Red Bank, NJ

Assisted web designers using systems such as EZ Publish to update websites.

Promo Guys Marketing | Red Bank, NJ

Manipulated large format images to create art work for promotional booths at conventions such as Comicon. Clients included Rock Band, Borderlands, Bioshock 2 and Mafia.