

carol king

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experience

Freelance Graphic Designer, New York City | 9/05 - Present

Graphic design/art direction for design studios, ad agencies, and in-house design depts within selected design, media and Fortune 500 companies. Responsible for creating concepts and executing designs to meet brand guidelines and budget. Managed the design process from start to finish, whether working independently or in a studio setting. Also generated new business to design logos/identities, print collateral, marketing materials and web media for my own clients independently as a company.

MyJewishLearning.com, New York City | 9/08 - 3/09

Art Director

Assisted the executive management team with the redesign and relaunch of MyJewishLearning.com - the largest Jewish transdenominational learning resource on the web. Created new logo, identity, marketing materials, web ads, and office reception signage. Was responsible for the overhaul of e-marketing campaigns, ad banners, page design, and photo library research and management. Also art directed, designed and produced internal communications, marketing collateral, newsletters and advertisements for the organization.

Merrill Lynch, New York City | 6/07 - 9/08

Senior Graphic Designer

Member of 6 person internal design studio responsible for creating concepts and executing designs to meet brand guidelines and budget. Managed the design process from start to finish, and interacted directly with clients through phone calls and meetings. Also managed the print production process by requesting RFQ's, obtaining print estimates/bids, selecting and coordinating with vendors, and job tracking/expense management through online print management software (Printellect).

Meyer & Associates, New York City | 10/04 - 7/05

Senior Graphic Designer

Designed, art-directed, produced and managed Seabourn Cruise Lines' 100+ page annual cruise catalog. Managed the research and procurement of stock photography within 5-figure budget. Other design work including brochures and travel-oriented marketing collateral for clients such as American Express, Yachts of Seabourn and Holland America Cruise Lines. Guided and directed junior designers and interns.

Lehman Brothers, New York City | 6/01 - 7/04

Graphic Designer

Team member of 25 person design studio within top investment bank. Worked independently to create and execute concepts for both print and web projects such as brochures, marketing collateral, conference signage/materials, flash invites, web design, banners and animated flash screensavers. Worked in conjunction with art directors to refine concepts and create presentations for clients.

education

Parsons School Of Design | New School University, New York City | 1997 - 2001

Bachelor of Fine Arts, Communication Design

skills

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Flash, Dreamweaver and background in Quark. Knowledge of basic HTML and understanding of website creation, upload process and implementation. Extensive knowledge of print production procedures, processes, vendor selection and management. Excellent project management, time management, organization and client communication skills.

press/honors

Logo design featured in "Logo Lounge 4" by Catharine Fishel & Bill Gardner, Spring 2008
Designed feature spread; listed as a contributor in Create Magazine's Summer 2007 issue
Logo featured in "The Secret Life of Logos" by Leslie Carbarga, 2007
Package design featured in "Exploring Package Design" by Chuck Groth, 2006
Graphic Design Juror for the 3rd Annual Portfolios.com Design Awards, 2006