

Profile

Highly creative and multi-talented Graphic Designer with extensive experience in various areas of marketing for print and web for over 10 years. Self-motivated, hard-working, and take great pride in creating visually appealing design solutions. I possess a combination of conceptual strength and technical proficiency to achieve and maintain goals within datelines and budget requirements. Proven history in branding and corporate identity, promotional and marketing collateral for print, web, and mobile within financial, construction, academic, and creative services industries.

Proficiency in UX/UI design, CMS, eCommerce and multimedia applications. Exceptional collaborative and inter-personal skills with written and verbal Spanish language abilities. Looking for a suitable position as a Graphic Designer where I can grow professionally.

Specialties: Branding & Corporate Identity, HTML-CSS, Spanish

Portfolio: <http://www.karlakoepke.com/portfolio-2/>

LinkedIn: <https://www.linkedin.com/in/karla-koepke-58009015/>

Design Proficiency

Photography and photo editing	Logo design and branding
Layout and Design	Wire framing and mockups
Ad and poster design	Marketing collateral
Infographics	Presentations
T-shirt design	Professional print ready
Packaging design	Web design

Technical and Software Skills

Photoshop	Flinto
Illustrator	CSS
InDesign	MS Word
Flash	MS Excel
Dreamweaver	MS PowerPoint
HTML	Wordpress
Sketch	CMS

Web and Graphics Designer

CMC Construction Services: July 2009 – Present (Houston, TX)

Responsible for all branding efforts related to CMC's associated logos, trade show displays and banners, magazine and web advertisements. Designed packaging for private label brand and promotional pieces. Produced printed catalogs and brochures. Provided key support on the strategy and maintenance of the new interactive website and social media associated channels. Designed, optimized and coded Bi-monthly e-Newsletters and Salesforce web to lead forms. 2010 AMA Marketer of the year.

Technical Consultant – User Interface/Web Designer

Capital One Bank: September 2007 – February 2009 (Houston, TX)

Supported global re-brand efforts for the Capital One Bank campaign with demos and style guide updates. Created Photoshop based mockups and desktop icons for an intranet application. Team based participation on bi-weekly usability discussions of GUI screen designs and prototypes. Supported internal projects with static and dynamic prototypes using a mixture of Photoshop, HTML and JavaScript modifications. Created HTML demos, user guides, PowerPoint presentations and InDesign style guide updates.

Digital Communications Instructor - Fall 2007

Houston Community College: August 2007 – December 2007 (Houston, TX)

Responsible for implementing instructional activities that contributed to a meaningful learning experience. Identified, selected, and modified instructional resources to meet the needs of the students with varying backgrounds and learning styles. Maintained effective and efficient record keeping procedures. Supervised teaching assistant and participated on the undergraduate program committee, which evaluates the courses student, must take in order to gain sufficient "breadth" in their education.

Web Consultant

2010 Media LLC: September 2007 – August 2009 (Houston, TX)

Designed marketing collateral including logo branding and web related projects. Conducted web technology assessments and project proposal revisions. Installed and configured CMS and Project Management solutions allowing for the creation of a new level of in-house services and productivity.

Web and Graphics Designer

Glass and Door International: 2004 – 2007 (Houston, TX)

Responsible for the overall design and development of the company's website and marketing collateral. Worked with Microsoft Engineers for the installation of eCommerce and eOrder modules, including server components. Conducted technical assessments and software evaluations as well as the supervision of software installs. Exposure to Great Plains; accounting software, eCommerce storefronts and web server technology. Second tier Graphic Designer.

Production Artist

Houston Chronicle: 2000 – 2003 (Houston, TX)

Responsible for the design of newspaper movie banners such as Cinemark, Edwards, Lowes, Angelicas, AMC and Museum of Fine Arts. Streamlined the art production process to minimize mistakes resulting in team bonuses. Designed marketing collateral and newspaper advertising including translations into Spanish.