

## Contact

karlakoepke@gmail.com

www.linkedin.com/in/karla-

koepke-58009015 (LinkedIn)

www.karlakoepke.com (Personal)

www.koepke.co (Company)

## Top Skills

Web Design

Logo Design

Photoshop

## Languages

French

English (Professional Working)

Spanish (Native or Bilingual)

## Certifications

Diversity and Inclusion in Marketing -  
Inclusive Language for Marketers

UX Foundations - Content Strategy

Marketing Communications

Writing a Marketing Plan

## Honors-Awards

High Honors

Honors

# Karla Koepke

Web Designer at Houston ISD

Greater Houston

## Summary

Highly creative and knowledgeable across a range of subjects, extensive experience in marketing for print and web design. Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral including digital assets for web. Experienced with UCD and multimedia applications. Dynamic team player with excellent collaborative and interpersonal skills. Bilingual with 25 years of combined experience.

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

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

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## Experience

Houston ISD

Web Designer

July 2018 - Present (4 years 1 month)

Houston, Texas Area

Responsible for creating an attractive and fully functional website. Organized information and designed elements for effective online viewing using HTML and CSS coding. Improved website content through the use of UX techniques and Web Analytics. Expanded web brand guidelines to include key user interfaces, visual elements and iconography.

koepke.co

Web and Graphics Designer Consultant

June 2016 - Present (6 years 2 months)

Houston, Texas Area

Web and Graphics Designer Consultant

Koepke Creative Company - koepke.co (Houston, TX)

Responsible for all web related solutions catered to small or start-up companies. Business relationships and administration. Web maintenance and graphics optimization. Second Tier, Graphic Designer.

## CMC Construction Services

### Web Graphics Designer

July 2009 - July 2013 (4 years 1 month)

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.

Received 2010 AMA marketer of the year nomination

## Capital One Bank

### Technical Consultant - User Interface/Web Designer

September 2007 - February 2009 (1 year 6 months)

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.

## 2010 Media LLC

### Web Consultant

2007 - 2009 (2 years)

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.

## Houston Community College

### Digital Communications Instructor - Fall 2007

2007 - 2007 (less than a year)

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.

Glass and Door International  
Web and Graphics Designer  
2004 - 2007 (3 years)

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, eCommerce storefronts and web server technology.

Houston Chronicle  
Production Artist  
2000 - 2003 (3 years)

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.

El Día Newspaper  
Lead Graphic Artist  
1997 - 2000 (3 years)

Managed all digital graphics, designed advertisements and conducted all press checks. Weekly TV Guide design and layout.

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## Education

University of Houston  
Undergraduate, Marketing

Houston Community College  
Associate of Arts and Sciences (AAS), Commercial Art - Digital  
Communications