

## MANAGER, GRAPHIC DESIGN

As your in-house design professional, I will enhance your brand, make your marketing messages more effective, and ensure that your corporate visual communications are successful. I'm a team player with big picture thinking – who doesn't lose sight of the details or the budget.

## EXPERIENCE

**Manager, Graphic/Digital Design**      MAR 2005 – PRESENT      PUBLIC COMMUNICATIONS INC.

- Managed all print and web design projects for clients and internal projects.
- Supervised design team and external contractors.
- Led PCI's Social Media Task Force and E-communications development teams.
- Garnered a 39% traffic increase from 2009 to 2010, after redesigning company website in compliance with SEO and usability standards.
- Led client initiatives for SEO and marketing strategies. Analyzed their website traffic statistics and enacted improvements.
- Assisted with new business proposal development, budgeting and fee projections.
- Developed best practices for IT infrastructure and upgrades. Advised company owners on computer equipment purchases and IT decisions.

**Administrative Assistant**      MAR 2001 – MAR 2005      PUBLIC COMMUNICATIONS INC.

- Point person for training and troubleshooting software, computers and office equipment.
- Pioneered the practice of clipping and archiving printed placements using digital resources.
- Composed and proofread documents, maintained and customized databases, and scheduled meetings, teleconferences and travel arrangements.
- Coordinated and staffed annual meeting for the WORLDCOM Public Relations Group.

**Independent Contractor**      MAY 2004 – PRESENT      KASIADESIGNS.COM

- Clients included Rockwell Automation, Gateway Marketing, ProManage, Holy Family Parish, Swift Impressions Printing, and Telecom Brokerage, Inc.

## EDUCATION

**Visual Communications**      SEPT 2003 – DEC 2005      INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY

- Earned Associate of Applied Science Degree in Visual Communications with a concentration in Graphic and Digital Design.

**Liberal Arts**      AUG 1993 – MAY 1997      PURDUE UNIVERSITY

- Earned a Bachelor of Arts degree in Psychology. Minored in English Composition.
- Participated in Study Abroad program in Plymouth, England – senior year, fall semester.

## SKILLS

- AJAX
- CSS
- DotNetNuke
- Dreamweaver
- Excel
- Fireworks
- Flash
- HTML by hand
- HTML5
- Illustrator
- InDesign
- Javascript
- Mac platform
- PC platform
- Photoshop
- Pinnacle Studio
- Podcasts
- PowerPoint
- Proprietary CMSs
- QR codes
- Quark
- SEO
- Sony Soundforge
- Windows Movie Maker
- MS Word
- Wordpress
- XML

## PORTFOLIO

[WWW.KASIADESIGNS.COM](http://WWW.KASIADESIGNS.COM)

## LINKEDIN

[WWW.LINKEDIN.COM/IN/KASIADESIGNS](http://WWW.LINKEDIN.COM/IN/KASIADESIGNS)