

Graphic Artist

KATHERINE BAKER

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PROFILE

“...been one of the go-to people when we’ve needed someone we can count on to do a good job and do it right, no matter how creative and complicated...”

Noted as “Exceeding Expectations” on performance reviews, receiving such comments as:

“Produces high-quality work and designs in a timely manner...minuscule error rate while maintaining a high level of productivity...demonstrates a positive attitude...great team player...will drop everything to help with emergency projects for both layout and production...was requested or assigned to meeting with several customers that required special attention...”

DESIGN EXPERIENCE

Recognized for strengths including:

Creativity & Design

Planning & Organizing Skills

Deadline Management

Work Coordination

Client / Associate Contacts

Accepting of Change & Responsibility

Work Judgment

Quality of Work

Effectiveness

Initiative

NEWS PUBLICATION, Columbus, OH
Graphic Artist (1995-Present)

Conceptualize, design, and finalize artwork and layouts for diverse clients, working closely with sales team to define client needs, understand target market, and translate into highly effective designs. Produce design and copywriting concepts to present to prospective and existing clients, yielding key account wins for the organization. Maintain cutting-edge technical skills spanning Photoshop, Illustrator, and QuarkXPress. Manage competing priorities on a daily basis, utilizing excellent communication, time management, and multitasking skills to beat deadlines in a high-volume, high-pressure environment. Offer design expertise to various departments throughout the organization, volunteering to produce emergency exit maps for the plan and affiliate buildings. Serve as an avid supporter of *Dispatch*-sponsored community initiatives.

Technologies Used: Adobe Creative Suite, Adobe Photoshop CS, Adobe Illustrator CS, Adobe InDesign, Macromedia Freehand, QuarkXPress 4.11, Adobe Acrobat 5.0, MAC OS 9 & X

Key Results:

- Demonstrated the ability to exceed productivity and creativity goals, coupled with the self-motivation and initiative required to excel while working independently. Honors include:
 - **Employee of the Year Award** – 1998
 - **Customer Service Awards** – *Focus on teamwork; Exceptional creativity* – Numerous
 - **Commitment to Excellence Award** – *Initiative and creativity* – 2006
 - ✓ Upon reviewing ad that generated above award, Sales Rep wrote: “WOW!!! Great work...you nailed this one...you certainly have a knack for understanding what being creative is all about...thanks so much for all of your hard work.”
 - **Company Attendance Awards** – *Attendance and timeliness* – Annually
- Developed in-depth knowledge of publishing and graphic art prepress production, concept design, copywriting, image manipulation, typography, scanning, and digital output.
- Created dynamic designs and layouts for clients including Home Fireplace (12-page special section), Local Growers, Windows Inc., Closets Inc., New Homes Inc., Floors Inc., Local Homebuilder, New Home Builder, and ABC Stitching.
- Serve as a member of the Ad Clinic Committee, assisting in coordinating an annual weeklong event promoting professional development and rewarding exceptional performance.
- Assigned to projects requiring extraordinary creativity, a keen understanding of production processes, and the ability to translate needs into dynamic layouts. Key projects included:
 - Played a key role in the comprehensive redesign of *Weekly Pub*, producing numerous conceptual layouts to increase publication awareness and bolster advertising results.
 - Selected by management to create interoffice promotional pieces to motivate staff and maintain focus on the massive redesign of *Weekly Pub*.

NEWS PUBLICATION – continued

Key Projects...

- Appointed main designer in producing cover designs for the monthly *Savings Package*, working with Custom Publications and Special Sections from design through output.
- Teamed with Marketing to develop a presentation of conceptual advertisements, utilizing special placement to better reach intended target market.
- Managed entire design lifecycle from concept to print for the Local High School football championship tab and accompanying tribute pages.
- Worked with the City Auto Dealer Association and Classified Advertising Automotive Manager to develop a shell for weekly editorial advertisements.
- Charged with creating the *News Publication's* weekly Celebrations page.

Early career experiences include serving within a sales role with QSM ('94-'95), and as a Graphic Artist with *The Local Standard* ('93-'94).

ACADEMIC BACKGROUND

PITTSBURGH TECHNICAL INSTITUTE, Pittsburgh, PA
Associate's Degree in Specialized Technology (1993)
→ Major in Graphic Design

PORTFOLIO AVAILABLE FOR REVIEW