



# Karen M Huggins

## Graphic Designer

### Experience

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#### Dultmeier Sales | 03.2012 - Present

 Senoir Graphic Designer

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- Create press quality print advertisements for printed and digital publications in a timely manner to meet monthly deadlines.
- Responsible for all desktop publishing for two locations. Point of sale displays, infographics, brochures, promotional items, trade show exhibits, package designs and signage.
- Conceptualize engaging graphics, videos and relevant copy for social media and Google ads.
- Professionally photograph and digitally enhance products to be displayed online and in print materials.
- Perform ongoing enhancements and modifications to the website using HTML, CSS and CMS. Redesigns of current pages to make content more modern and easy to find.
- Direct, organize and shoot quality product demonstrations, promotional videos and 360 product display edited in premiere pro.
- Assistance with studio build for optimization of video and lighting equipment for quality video production.
- Implementation of green screen and industrial turntable for product 360 shoots.
- Customer experience committee creation with two other employees to encourage process improvement, promote continual creative improvement and cultural innovation, excellence and accountability. Committee members consisted of a head employee from each dept.
- Deep understanding and continued learning about the products carried by the organization and accuracy of information provided to the customer. Review and cross examine edits and page creation by the website editor.
- Iconography creation for branding and general use.

#### Steered enterprise rebranding efforts.

- Meet with executives to decide on design and branding strategy and present designs for implementation for two locations.
- Redesign of company logo to attract new younger target market while keeping a sense of familiarity to not lose existing customers for use on all print, web and physical assets
- Spearhead visual identity through creation of a brand guide to maintain and continually improve design standards in a cohesive manner.
- Research, customer feedback, mockups, refinement, presenting, testing.
- Design and continually improve 4 catalog covers annually, while adhering to publishing specifications and brand identity.
- Configure and design, custom decals to fit client specifications and products manufactured by Dultmeier.
- Ideate and execute large scale designs for 20+ trade shows to represent the brand. Significant increase in sales from previous years and won 3 awards for best booth.
- Complete redesign of the company home page, navigation, 7 industry division pages and creation of UI style guide book for developers.
- Design and develop approximately 160 html email templates through Hubspot for plug and play use by email distributor. Went from minimal email marketing to generating over \$252,000 in sales in an 18 month period.
- Translate branding efforts to all digital and print material distributed by the company.
- Internal communication designs through apparel, customer retention graphics and core value visuals. Member of event committee to encourage company culture.

### Skills

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Photoshop CC Illustrator CC InDesign CC  
 Premiere Pro CC After Effects CC (Int)

CSS (Int) HTML (Int)  
 Photography Videography

## Freelance

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### Lauras Famous Egg rolls

- Website design and development, including Home Page, Product Pages, Checkout and Blog.
- Preparation, Staging and photography of egg rolls for display on the website.
- Large Scale retractable banners for display at farmers market and food truck event venues.
- Iconography and graphics creation for branding, website, social media and general use.

### Conferences

- Custom t-shirt design for AIM Institute \ Heartland Developers Conference (HDC) regional sponsor by Hayneedle.
- Conference call bingo handout design for attendees of the HIRE Conference to participate in meet and greet at booths. Two consecutive years of design for Greater Omaha Chamber.
- Video production for introduction of the virtual 2020 HIRE Conference hosted by the Greater Omaha Chamber.

### Beyond B-School

- Conceptualize logo design from existing brand identity and create a set of sub brand logos which contain a common element to the main logo.
- Informational and registration landing page design for a career building masterclass exclusively for MBA's.
- Image manipulation and retouching.

### Instrength Consulting

Business consulting organisation that focuses on inspiration, process improvement and cultural innovation. Brief requested website design / development and custom Icons with branding to portray the logo provided by client.

## Education

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### University of Sunderland, England, United Kingdom 2008-2010

Bachelor's of Arts in Graphic Design with Honors

### Anniesland College, Scotland, United Kingdom 2005-2008

HND: Higher National Diploma - Graphics and Illustration  
HNC: Higher National Certificate - Graphic Communication  
NC: National Certificate - Design Studies and Mixed Media

## Profile

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Creative and detail-oriented senior graphic designer with 9+ years of experience. Ability to complete projects on time and effectively manage deadlines. Highly creative and passionate about design.

"I want to see what's overlooked, be inspired by everything and turn my imagination into creation".

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