

Work Experience

FREELANCE GRAPHIC DESIGNER—Remote (12/2018–Current)

- Design logos, branding, brochures, digital assets, announcements, various ads, flyers, and marketing materials for clients.
- Sourcing, compositing, and retouching images for print and web.
- Schedule meetings with clients to discuss project progress and review samples.
- Provide a variety of visual aids and graphics for clients to select.

SR. GRAPHIC DESIGNER—HYBRID (7/2016–12/2018)

M FINANCIAL GROUP, PORTLAND, OR

Collaborate and lead the design team to meet the marketing needs of M Financial Group (MFG) and Member Firms. Create new digital branding of company materials to coordinate with an updated website. Develop brochures for all departments of MFG and ads for digital media, print, and animated banners. Branding and designing the layout for meeting materials, including programs, signs, invites, digital banners, and handouts. Lead contact for Member Firms and their projects while also leading internal MFG projects. Accomplishments include, but are not limited to:

- Lead design ideation/creation for client hand-off.
- Sole contributor/creator for Member Firm logos.
- Coordinated “All Call” for mid-level Member Firms (124 total) that would benefit from re-branding options.

GRAPHIC DESIGNER (7/2000 to 7/2016)

M FINANCIAL GROUP, PORTLAND, OR

Work with and provide design services to Member Firms of MFG, including new logo development, design and layout of stationery, web page design support, and design and layout of ads, brochures, announcements, flyers, and other marketing materials. Accomplishments include, but are not limited to:

- A critical team member brought design services in-house, built the team, and helped develop the Annual Report, saving MFG considerable dollars.

Community Service

PORTLAND METROPOLITAN YOUTH SYMPHONY

Developed logo for Viennese Ball, created signs flyers, and programs. Designed posters and promotional materials for Schnitzer Concert Hall.

AMERICAN CANCER SOCIETY—RELAY FOR LIFE

Media coverage and articles/materials for media partners.

Education

PORTLAND STATE UNIVERSITY—BFA
GRAPHIC DESIGN (1/2019–9/2021)
PORTLAND, OR

COURSERA—GOOGLE UX DESIGN
CERTIFICATE (2/2022–9/2022)

Areas Of Experience

- Brand Design
- Logos/Graphic Design
- Packaging
- Editing
- Digital
- Illustration
- Typography
- Brochure Design
- Photo Editing
- Project Management
- UI/UX
- HTML/CSS

Programs

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Dreamweaver
- Adobe After Effects
- Microsoft Office
- Figma

Professional References

Karen Cecile

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