



kari dehn 503-329-4944

[www.karidehn.com](http://www.karidehn.com)

#### QUALIFICATIONS

- Adept at managing multiple and diverse tasks simultaneously.
- Experienced in deadline-driven production.
- Ability to distill, design, and clarify complex information.
- Highly motivated with a can-do attitude.
- Proven ability to "learn on the fly."
- Experienced photo shoot art director, product photographer and stylist.
- Enhanced knowledge of athletic apparel business.
- Effective team player that relates well to people from all social and cultural backgrounds.

#### EXPERIENCE

**Fred Meyer Jewelers** [www.fredmeyerjewelers.com](http://www.fredmeyerjewelers.com)

**graphic designer // 9/09 - current**

- design and consistently apply graphic standards to a large array of marketing materials
- spearhead design concepts and copy writing for special marketing projects
- design branded emails and landing pages with original illustrations and color schemes
- create design templates for seasonal catalogs and monthly promotions
- encouraged and facilitated updating of department production processes

**Letters&Arts** [oneheartweddings.com](http://oneheartweddings.com) & [shareholidays.com](http://shareholidays.com)

**contract illustration graphic designer // 5/09 - current**

- illustrate a range of graphics and clip art to be used on wedding invites & Holidays Cards
- design formal wedding invites, programs and layout as a Word template for end user

**Castelli** [castelli-us.com](http://castelli-us.com)

**freelance apparel graphic designer // 4/08 - 8/08**

- designed graphic women's jerseys, men's gloves and unisex beanies for the FAL09 season.
- delivered fresh but classy concepts and suggested trending print/color combinations

**Toklat** [toklat.com](http://toklat.com)

**irideon** [irideonridingwear.com](http://irideonridingwear.com)

**graphic designer & apparel design assistant // 9/06 - 8/08**

- designed and consistently apply graphic standards to marketing materials for multiple brands
- managed image color correction, image touch-up, proofs & press checks
- attended textile shows, communicated with factory reps, and manage all lab-dips
- defined seasonal color palettes and created multi-use color libraries
- co-created master spreadsheet & visual line plan to streamline communication within team
- co-managed apparel design and development of women's equestrian riding wear line
- art directed for lifestyle photo shoots and inhouse photographer for lay-down product shots
- designed and coordinated production of biannual performance wear catalog
- designed and developed apparel graphics with local and international factories
- spearheaded new design of streamlined e-commerce web site

**lucy active wear** [lucy.com](http://lucy.com)

**graphic/production designer // 8/01 - 6/06 (intern, contract, full-time)**

- designed marketing print collateral, store signage and managed press checks
- stylist/art director for web product photo shoots and assistant for lifestyle photo shoots
- production designer for site relaunches
- designed web emails, ancillary pages, advertising fill slots and icons
- managed web images, electronic web color library, and color corrections
- created templates/graphic standards for multiple departments
- coordinated graphic tee design & production
- organized and managed in-house design team shared drive

EXPERIENCE cont..



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#### EXPERIENCE cont...

**One With Heart Tulen Center** *onewithheart.com*

**graphic designer** // 3/03 - 4/10 (*part-time, freelance*)

- designed and produced all collateral for web, print and apparel on a small budget
- designed and developed apparel graphics with local factories
- managed marketing calendar

**Rivercity Bicycles** *rivercitybicycles.com*

**visual merchandiser** // 4/03 - 4/06

- conceptualized themes for storefront windows
- merchandised product in storefront windows

#### TECHNICAL KNOWLEDGE

proficient in Adobe Illustrator CS3

Photoshop CS3, InDesign CS3, and Lightroom

working knowledge of HTML, Dreamweaver

MS Office Suite and Quark

#### EDUCATION

Bachelors of Fine Arts, Graphic Design 5/02

Pacific Northwest College of Art - Portland, Oregon