



Allison Kramer

303.359.8306 phone
alliekramer@comcast.net

Design. Production. Print. The Works.

CREATE to COMPLETE

www.createtocomplete.com

888 Logan Street | #4E
Denver | Colorado 80203

SUMMARY

Graphic Production Designer with 8 years of marketing and print production experience in advertising and promotions. Project managed 10+ CEO projects annually including; The Golf International. Known for exceeding expectations of resizing and versioning 500+ newspaper advertisements prior to insertion deadline resulting in 10K+ savings. Strong project management and problem-solving skills at time of crisis when working with employees, vendors, and customers, demonstrating the following core capabilities:

- Designed and preflighted files of employee communications corporate programs such as; StorageTek Masters' Club
- Utilized Illustrator, Photoshop, InDesign, QuarkXpress and Dreamweaver software on multiple projects
- Developed strong vendor relations
- Internal resource expert in the design and print of 4 Human Resource projects including; new hire kits.
- Managed archival systems

ACCOMPLISHMENTS

- Built templates, and resized 500+ consumer advertisements for Qwest "Spirit of Service" ad campaign. Overall impact resulted in an increase of revenue by 2.9% in Quarter 1, 2006.
- Significant cost-cutting measures of bringing pre-press capabilities and streamline printing in-house with an initial savings of \$1.2 Million.

PROFESSIONAL EXPERIENCE

Graphic Designer | The Creative Group Denver, CO | 2006 – 2007

KLC School Partnerships

- Utilized Microsoft Word and InDesign software incorporating brand standards into templates, improvement of workflow and business processes were achieved.
- Successfully increased marketing department overall productivity by inventing a naming convention of archived digital files.
- Created graphics supporting corporate marketing campaign that strengthened brand recognition.
- Strengthened Science Adventures website by enhancing to easy navigation. Entered data of 150+ locations and designed HTML forms for online registration to ease enrollment process.

The Sports Authority

- Managed production prior to deadlines of tabloid newspaper insert templates. Organized 400+ stores with InDesign layering capabilities.

Freelance Graphic Designer | Create to Complete Denver, CO | 2000 – Present

- Created brand identity packages attracting small business appeal.
- Developed static/dynamic websites, direct mail and hand distribution pieces, resulting in exposure of sales.

CLIENTS: Basement Crafters, Connexion Creative, Opp Financial & Insurance Services, Dairy Information System Services, Soul Tree Yoga, Suzanne Mills Kramer, Kathy Knaus

<http://www.suzannemillskramer.com>

<http://www.kathyknaus.com/>

Studio Artist | McClain Finlon Advertising Denver, CO | 2005 – 2006

- Prepared all computer files for final output according to vendor specifications and corporate standards of 3+ in-house accounts.

Graphic Designer/Pre-Press Specialist | StorageTek Louisville, CO | 2000 – 2005

- Improved Document Services Department intranet website using Dreamweaver software. Provided IT support of online ordering upgrade reinforcing more print orders and quicker turnarounds.
- Responsible for finalizing digital artwork, processing color separations, stripping of negative film, and burning onto plates sent to offset printer all completed in-house.
- Served on Art Team committee providing direction of art placement on company premises.
- Volunteered as communications board member for 2 alliances designing and producing posters, banners, and brochures highlighting speaker events.

Graphic Designer Intern | Colorado State University Fort Collins, CO | 2000

- Selected for best design and layout of publication cover.

Graphic Designer | Ad Edge Denver, CO | 2000

- Delivered design of graphics for Tuff Shed and Lasair ad campaigns.

Continued

EDUCATION and TRAINING

2008 Adobe Flash CS3 course, Rocky Mountain College of Art and Design

2007 Adobe Dreamweaver course, Rocky Mountain College of Art and Design

2006 Adobe InDesign and Photoshop CS2 course, New Horizons Computer Learning Center

1999 BFA, Visual Communication Design, Computer Imaging, University of Dayton, OH

AWARDS or AFFILIATIONS

2008 Member of Art Students League of Denver

2007 Attended AIGA Design Conference in October

2005 2nd place award for entering photograph in "On My Own Time" fine art show with StorageTek.

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