

KARA JANE HOWLAND

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER

2006 - PRESENT

- **Design and production** of logos and brand identity materials, promotional brochures and flyers, invitations for weddings and other private/special events, layout design of magazines, reports and booklets, and custom hand-drawn and digital illustration and project management
- **Clients include** Magee Rehab, Drexel University, NYU, Lora Reehling Photography, Haven Adoption, Jarvus Innovations, Stork Bites Bakery, Frontino Reporting, and various wedding and special event clients
- **Extensive professional relationships** with Philadelphia-area printing professionals allow me to coordinate printing and delivery for projects of any budget and scope

PENNSYLVANIA BALLET

GRAPHIC DESIGNER, 2012 - 2016

- **Created all custom graphic content** for digital and print media including billboards, large format posters, invitations, email campaigns, theater signage, advertisements, merchandise for the PA Ballet Shop, commemorative books, custom logos, brochures, postcards, flyers, fundraising mailings and the Ballet's websites for all teams (administrative, artistic, marketing, development, the School, PB11, and community engagement)
- **Managed the junior graphic designer and all aspects of design** including approvals, production and distribution of digital and print collateral and management of all external vendors
- **Collaborated with members of the marketing team** to develop and implement effective strategies for increasing sales and enhancing Pennsylvania Ballet's brand
- **Liaised with various design, public relations and social media consultants** and provide direction and graphic assets to them as needed
- **Managed and oversaw** production of Playbill booklets for each ballet including the design of the cover, internal advertising and the collection of information for the vendor to layout into the book
- **Prepared** presentations for senior leadership with short turnaround times

DREXEL UNIVERSITY

GRAPHIC DESIGNER, 2007 - 2012

- **Developed all digital and print media** for the College of Computing and Informatics including logos, brochures, postcards, posters, invitations, web interfaces, web and print ads, apparel, email templates and conference displays
- **Produced regular issues of the college magazine *Bridge*** including the coordination and art direction of feature photo shoots
- **Taught students, staff and faculty members basic design concepts** during short seminars; assisted them with the design and printing of large format posters and presentations for conferences
- **Created custom logos** for the College's programs and artwork for meeting spaces; designed and formatted slide shows for touch screen interfaces

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ENGINE MEDIA GROUP GRAPHIC DESIGNER, 2007

- Designed print and web media including ads, postcards, outdoor signage, posters, web interfaces, banner ads and brochures for a broad clientele in the pharmaceutical, non-profit and real estate industries

FINE ART PAINTER 2004 - CURRENT

- Creation & exhibition of original acrylic and watercolor paintings

EDUCATION

INDIANA UNIVERSITY OF PENNSYLVANIA BFA IN GRAPHIC DESIGN AND PAINTING, 2000 - 2004

- Vice President and Co-Founder of the Graphic Design Student Association
- Recipient of the Ralph Reynolds Painting Scholarship
- Participant in summer 2004 painting and art history program in Viterbo and Rome, Italy

DREXEL UNIVERSITY CONTINUING EDUCATION IN INTERIOR DESIGN, 2009 - 2010

- Coursework on history of architecture and furniture at Antoinette Westphal College of Media Arts & Design

TECHNICAL EXPERTISE

- Publication layout (ADOBE INDESIGN)
- Vector-based illustration (ADOBE ILLUSTRATOR)
- Basic animation (ADOBE FLASH)
- Photo editing (ADOBE PHOTOSHOP, CAMERA RAW & LIGHTROOM)
- Familiarity with HTML (DREAMWEAVER)
- Design & implementation of emails (CONSTANT CONTACT, WORDFLY)
- Presentations and spreadsheet management (MS OFFICE)
- Preparation of design files for professional printing
- Advanced hand drawing and painting skills
- Advanced knowledge of color theory