

kristinparker

North Chelmsford, MA
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PROFILE

Print and web designer with 13+ years of experience

Multitasker who is able to handle an immense production workload while simultaneously managing a team of designers

Detail-oriented designer with flawless print production skills as well as excellent file organization and workflow habits

My objective is to bring creativity and a mature aesthetic to the challenges of visual communication

EXPERIENCE

Jones & Bartlett Learning
Burlington, MA
Design Manager
March 2000–Present

- Manage and train a team of designers working for both Marketing and Production departments. Manage and train contract designers when needed.
- Design and ship 200+ main text 1-, 2-, 4-, and 5-color covers and ancillary product packaging components annually.
- Design 1-, 2-, and 4-color book interior design templates.
- Develop and maintain a library of 50 interior text design templates optimized for flexible output of content for print, eBook, and custom versions.
- Develop and maintain company visual branding and written style guides. Design of letterhead, stationery, business cards, and sales materials.
- Conception of the UI for Jones & Bartlett Learning's PUBLISH custom publishing platform.
- Design marketing promotions in a variety of formats for both print and web, including animated banner ads, interactive product walkthroughs, and HTML emails blasts.
- Create, design, and code HTML/CSS templates for websites supplementing all major textbooks.
- Create WordPress Vendor Resource Site for storage and distribution of common documentation, forms, and guidelines for compositors, artists, proofreaders, and copyeditors. Document site maintenance instructions for members of Production.
- Create and document processes to help Editorial, Production, and Marketing request and track design assets needed for print and sales.
- Designed websites with intuitive and visually dynamic user interfaces for university colleges and departments. Offered tutoring on low-level site maintenance to university faculty, staff, and students.

University of Massachusetts, Lowell Web Office
Lowell, MA
Web Designer
March 1998–March 2000

EDUCATION

Bachelor of Fine Arts in Graphic Design

University of Massachusetts Lowell, Graduated Winter 1999
3.9 GPA, Alpha Lambda Delta, Dean's List, Departmental Academic Achievement Award

SKILLS

Adobe Photoshop CS6
Adobe Illustrator CS6
Adobe InDesign CS6
Quark XPress 8

XHTML/CSS
Microsoft Office Suite
Adobe Flash (novice)
WordPress (novice)

AWARDS

Business Transformation Award—PUBLISH

Jones & Bartlett Learning 2012

Book Builders of Boston Annual Book Show

Best of Covers: College in 2004, 2005, 2007, and 2011

References available upon request.