

# KARALEE SERRA

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## WORK HISTORY:

- **Sentillion**, Andover, MA: *Design Manager*: 2007 - Present
- **Karalee Designs**, Plymouth, MA: *Owner and Designer* 2004 - Present
- **Simply Serra**, Plymouth, MA: *Co-Founder and Lead Designer* 2004 - Present
- **Duke University**, Warwick, RI: *Freelance Graphic Designer* 2008
- **Scanlon Consulting**, Warwick, RI: *Freelance Graphic Designer* 2008
- **CRM Surveyor**, Warwick, RI: *Freelance Graphic Designer* 2007
- **Ambient Sound**, Warwick, RI: *Freelance Graphic Designer* 2004 - 2006
- **Kolo, Inc.**, Plymouth, MA: *Freelance Graphic Designer* 2005
- **VANU**, Cambridge, MA: *Freelance Graphic Designer* 2005
- **Wee Wear**, Duxbury, MA: *Freelance Graphic Designer* 2005
- **Dalzell + Company**, Framingham, MA: *Freelance Graphic Designer* 2001-2004
- **mGen Inc.**, Foxborough, MA: *Graphic Designer* 2002-2004
- **CXO Media, Inc.**, Framingham, MA: *Web Design Intern* 2000-2001

## EXPERIENCE:

### Web / Interactive

- Designed websites from initial concept through production using working knowledge of HTML, CSS and web standards.
- Design of a wide array of web / interactive materials such as: user interfaces for product software, email newsletter campaigns, corporate powerpoint templates + presentations and flash demonstrations.
- Developed new, and reorganized existing, site architectures while understanding the needs of the client.

### Print Design

- Conceptual design of a wide array of print materials such as: brochures, catalogs, direct mail, product sheets, tradeshow booth design and graphics, corporate event graphics, icons and corporate identity.
- Coordinated vendor negotiations, pre-press production, quality control and press checks.

### Product Design

- Design of four photo albums that enable Kolo's sales, retail and reseller personnel to provide customers both inspiration and direction for how to turn their photographs into personalized keepsake albums.
- Created a line of specialty stationery, invitations, and gifts under the company name Simply Serra.
- Created a line of jewelry and accessories under the company name Karalee Designs.

### Studio Management

- Established internal project goals, assigned and distributed projects ensuring a streamlined workflow.
- Created job scopes and estimates; Implemented project schedules.
- Led project teams in a fast-paced, and deadline driven atmosphere for a variety of clients.
- Consulted directly with clients from kick-off to final implementation.

## EDUCATION:

### Massachusetts College of Art, Boston, MA

- MSAE New Media, Art Education 2004
- BFA Communication Design 2001

## SKILLS:

Mac and PC, HTML, CSS, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Dreamweaver, Flash, QuarkXPress, Microsoft Office, digital photography