

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 - 2008
- **Scituate High School**, Scituate, MA: *Art Teacher* (Design, Photography + Drawing) 2004 - 2007
- **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 / Social Media

- 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 and presentations, flash demonstrations, blog templates and twitter platforms.
- Developed new, and reorganized existing, site architectures while understanding the needs of the client.
- Managed design and technical teams from initial concepting through to development.
- Consulted directly with clients from kick-off to final implementation.

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.
- Project Management/Vendor Management.

Product Design

- Designed for Kolo a series of four photo albums that enable 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.
- Created a line of pet collars and accessories under the name Tilda's Treasures.

Studio Management

- Established internal project goals, assigned and distributed projects ensuring a streamlined workflow.
- Managed design teams; kept projects on schedule and budget.
- 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.

Online Projects

- Created Surround Yourself.net – 1 week. 1 artist. 1 giveaway. A portal to connect indie artists with indie shoppers.
- Writer behind Tilda in the Burbs.com - just some dog chat, Ramblings From a Design Studio.com - design blog, and My Boyfriend Dated a Chef.com - recipe blog

CLIENTS:

Duke University, Scanlon Consulting, CRM Surveyor, Ambient Sound, Kolo, Inc., VANU, Wee Wear, Weymouth Healthcare, Excel Laser Skin Clinic, vThere, Executive Consulting Services, Kinross Cashmere, Prototype Engineering, Lisa Marie's Boutique, Studex, Success Real Estate, Brown University, Accessport America, The Grey Blanket, Cosima Cosmetics

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, InDesign, Illustrator, Acrobat, Dreamweaver and Flash, QuarkXPress, Microsoft Office, digital photography, light videography, social media platforms including Twitter, Facebook and MySpace.