



KAREN ROBERSON

GRAPHIC DESIGN | BRANDING | ILLUSTRATION

A driven, open-minded, creative, and successful graphic designer with a strong sense of dedication and over 5 years of progressive experience in promotional marketing design and corporate branding. Skilled in content curation and passionate about forging strong relationships with business partners.

EDUCATION

University of Maryland, Baltimore County
Bachelor of Arts, Graphic Design, 2011

TECHNICAL SKILLS

InDesign • Photoshop • Illustrator • HTML • Office • Mac OSX • Windows

WORKING KNOWLEDGE

Ad design (print/web)	Logo and branding work
Packaging design	Mock-up and project presentation
Color Theory	Illustration (digital/traditional)
Typography	Page layout (html/print)
Photo retouching	File conversion and management

EXPERIENCE

2011—Present

THE ROWMAN AND LITTLEFIELD PUBLISHING GROUP

Senior Graphic Designer

- Create brochures, catalogs, postcards, magazine ads, and other promotional pieces for an independent publisher that specializes in academic publishing, government data, and other educational groups
- Work closely with editorial and marketing departments to curate content for curate content for multiple content areas and publishing imprints and partnerships, including Rowman & Littlefield, Globe Pequot, National Book Network, Urban Institute, American Alliance of Museums, American Association for State and Local History.
- Typeset and design large annual catalogs (200+ pages).
- Contribute to corporate branding initiatives, and other departmental projects.

2014—Present

FAN CONVENTION DESIGN TEAM

Graphic Designer and Artist

Work with an experienced team to deliver art and design for guest announcements, program books, signage and more to ensure BronyCon is a wonderful and well-kerned experience for its attendees

FREELANCE DESIGNER

Provided full branding package and product launch for several companies, including signage, invitations, brochures, and t-shirts