

KAREN ROBERSON

GRAPHIC DESIGN | MARKETING | BRANDING

PERSONAL INFO

E-MAIL

karenrobersn@gmail.com

NUMBER

301 395 2908

PORTFOLIO

karenroberson.com

LINKEDIN

linkedin.com/in/karenrobersn

TECHNICAL SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

HTML/CSS

SKETCH

ILLUSTRATION

TYPOGRAPHY

WORKING KNOWLEDGE

Page layout (html/print)

Ad design

Logo and branding

Package design

Mock-up and project presentation

Color theory

Photo retouching

File conversion and management

Pre-Press

SOFT SKILLS

Leadership

Communication

Problem Solving

Multi-tasking

Workflow Optimization

A driven, open-minded, creative, and successful graphic designer with a strong sense of dedication and over 6 years of progressive experience in promotional marketing design and corporate branding. Skilled in content curation and passionate about forging strong relationships with business partners.

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 multiple academic areas, 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 product design for guest announcements, program books, signage, merchandise and more to ensure BronyCon is a wonderful and well-learned experience for its attendees.

FREELANCE

Provided full branding package and product launch services, including signage, invitations, brochures, and t-shirts.

EDUCATION

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