



# Karin Hansen

16951 W. Tonbridge Street  
Surprise, AZ 85374

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## PROFILE

Senior level designer with more than 17 years of experience developing both small and large brands, from original design concepts to completed brand identity systems and collateral. Possesses strong leadership skills and keen abilities to guide organizations to believe in the power of their brand. Welcomes new design challenges, easily adaptable to fast-paced and multi-cultural environments with a high attention to detail.



## TECHNICAL SKILLS

- Adobe CS6 – Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, Captivate
- Microsoft Office 2010 – Word, Excel, Powerpoint, Visio
- HTML, CSS, Weebly CMS, AtTask
- Skilled in both PC & MAC platforms



## EXPERTISE

- Logo and collateral design
- Vector illustration
- Design process and planning
- Print production and process
- Creative copywriting
- Web design



## LEADERSHIP

- Collaborative, team-oriented
- Strong written and verbal skills
- Experienced problem-solver
- Skilled at building relationships
- Ability to adapt quickly
- Project management



## WORK HISTORY

**Visualthinker Studios** • Freelance Designer • New Jersey / Arizona • August 2009 – present

- Work with clients to create brand vision, look and feel.
- Design logos, posters, flyers and web graphics.
- Develop advertising concepts and banners, web content and layout.
- Design, produce and maintain company marketing materials.
- Create special event signage, postcards and email blasts.
- Manage all operational, strategic and administrative functions.
- Coordinate all print production and vendor communications.

PARTIAL CLIENT LIST: Purdy Girl NYC, Doojee Recordings, Timesquare Hospitality Group, System Danceclub, Angel's Private Club, Booney's Saloon, Your Wellness Champion

**LexisNexis Martindale-Hubble** • Project Manager • New Providence, NJ • January 2013 – November 2013

- Managed migration of over 220 LexisNexis client websites from DIY to new Site-Essentials platform.
- Conducted creative consultation calls and collaborated with staff writers and editors.
- Created custom imagery, layout and website according to client's specifications.
- Implemented changes and troubleshoot technical problems and questions from clients ensuring customer satisfaction was 100%.



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## WORK HISTORY (Continued)

**Automatic Data Processing, Inc.** • Senior Designer • Roseland, NJ • October 1996 – September 2009

- Promoted from Graphic Designer in August 2000.
- Lead designer supporting a group of 65 people and 11 products.
- Coordinated design and production from concept to completion.
- Created new design concepts for marketing collateral and campaigns.
- Redesigned software packaging for suite of ADP core products.
- Developed ads, promotional materials and software demos for new product launches.
- Worked with translators to incorporate French text into designs for Canadian products.
- Developed and maintained successful relationships throughout the entire ADP organization due to reputation for work ethic and approachability.
- Worked directly with Marketing and Product Managers to ensure vision, quality and timelines were met.
- Collaborated with developers and programmers on the user interface of new online products ensuring ADP UI standards were followed.
- Mentored team of writers on usability and design principles.
- Coordinated all print production and vendor communications.
- Volunteered for 6 years to design, paint and build scenery for the annual children's holiday party.



## EDUCATION

B.A. Graphic Design • Rutgers University • Newark, New Jersey, 1997

A.A.S. Restaurant and Culinary Management • County College of Morris • Randolph, New Jersey, 1989



## AWARDS & CONFERENCES

Society for Technical Communications (STC) New York Metro Chapter Awards:

- Merit, Technical Publications – Payroll Cycle Quick Reference, 2008
- Excellence, Technical Publications – iPayStatements Quick Reference, 2005
- Distinguished, Technical Publications – Viewing Your Paycheck Online, 2005
- Merit, Technical Publications – ADP Pay eXpert Flip Cards, 2005
- Merit, Technical Art – ADP's Payroll and HR Splash Screens, 2003
- Excellence, Technical Art, Packaging Design – ADP HR/Profile Welcome Folder, 2002
- Merit, Quick Reference Design – HR/Perspective Online Guides, 1998

HOW Design Conference, Boston, attended in 2008

HOW Design Conference, Chicago, attended in 2005

Seybold Conference, San Francisco, attended in 2004

Flash Forward Conference, New York, attended in 2003