

KAREN M. TESTA

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MULTIMEDIA DESIGNER • PHOTOGRAPHER

Highly focused multimedia professional for all avenues of marketing expertise. Extensive creative direction with photography, video editing, graphic & UI design, presentation proposals, print buying and social media. Possessing an intricate eye in product color matching experience for image adjustments for digital promotion and press checks. Certification with Adobe CC and MS Office programs as expert with abilities to correlate technical knowledge in the design, development and delivery of cost-effective, organized project management.

AREAS OF KNOWLEDGE & EXPERTISE

Graphic Design • Media Advertising • Digital Photography • Photo Styling • Catalog Layouts • Digital Image Editor
Project Proposals • Presentations • Promotional Branding • Copy Writing • Prepress Management
Video Creation & Editing • Print Buying • Planning & Estimating

- Diversifying talents at all levels; Graphic/Web Designer, Creative Director and Product Photographer
- Advanced Knowledge: Adobe CC Suite: Expert InDesign, Illustrator, Photoshop, Lightroom, Premiere, After Effects, Acrobat Pro, Bridge and Muse. Microsoft Office –Excel, PowerPoint, Word, Outlook
- Exceptional prioritization and team delegation skills while working under strict deadlines from start to finish.
- All-encompassing contributor for project management, customer service, presentations and contract negotiations.
- Extensive management in print production for many substrates, CMYK and PMS ink builds for direct to press accuracy.

EDUCATION

The Art Institute of Seattle

Bachelor of Fine Arts Degree Major: Commercial Photography December 2015
Bachelor of Fine Arts Degree Major: Graphic Design June 2013

PROFESSIONAL EXPERIENCE

Amazon – Multimedia Production Designer June 2019 – August 2020

Experience on consumer-facing UI design and visuals, with strong media production skills, robust systems thinking, attention to detail for using company brand for all WFS ad campaigns. Worked exclusively with a cross-functional team of product designers, researchers, product managers, and developers. Collaboration and product ownership required for all digital, social media, print and website production for daily updates involved extensive communication, alignment with the business teams to ensure campaigns aligned.

kglobal – a Zenetex Company May 2018 – June 2019 Senior Multimedia Designer

Working as part of the design team to provide photo/ graphic and video support for the Naval Undersea Warfare Center (NUWC) Division, Keyport, WA. Coordinating/planning daily base communications using Adobe CC for design layouts, prepress and print production. Video logo animations, photo/ typographic designs for digital social media for three NW bases, inter-departmental postings on the web, and printed historic wall displays to convey department messages in an effective and aesthetically pleasing manner using US Navy branding and more.

Creative Circle – (Various Contracts)**September 2011-February 2018****Temporary Contractor Multimedia Designer/Production Artist**

Fulfilling local staffing/recruiting temp contracts for graphic design, layout and other creative services for media design projects using newly refreshed design talents in photographic styling, digital image editing and production coordination /trafficking roles.

- Management experience coordinating high-volume, fast-paced print projects and teams
- Matching skill levels with many opportunities and needs for creative media using Adobe CC and MS Office programs.

**Wireless Advocates – Multimedia Designer/Production Artist
Creative Circle Temporary Contract****September 2017 – February 2018**

Marketing graphic artist for the Military branch of sales using knowledge from prior service to design new exciting imagery for stores and kiosks. Accountable for research, photo editing, and sales message of Marketing Kits and Social Media Pop-up Ads for Facebook, email blasts, as well as video editing for 10 second loops for digital kiosk advertising.

- Research & Development of branding standards, stock photography for the team to create cohesive designs.
- Creation of innovative design tactics to drive sales and create interest for customers to explore.

Amazon D1 – Visual Designer/Image Editor**August - October 2016 (Contract)**

Coordinated collaboratively within a team of visual designers, asset collectors and project managers to create and produce high volume graphics for consumer interfacing to support customer business initiatives and drive engagement.

- Sourced, tracked and categorized high-quality assets supplying the visual design team in a deadline driven environment.
- Advanced photo manipulation in Photoshop for composing graphics while adhering to strict design guidelines.
- Met team milestones and exceeded project expectations by delivering high-quality graphics ahead of schedule.

Nordstrom – IPT Department Digital Artist/Image Editor**September 2014 - October 2016**

Provided supplemental digital editing, color correction and media production for website, print ads and catalog imagery for company branding. Working with a team of five artists to complete daily product editing shoes, handbags, household goods and cosmetics.

- Image processing would range from 50 images with fine detailing to 350 general edits per day
- Photo & video editing fashion and product imagery matching standards for marketing promotions of print and web.
- Utilizing Photoshop & Premiere experience with pathing, masking, layers, alpha channels, video edits and actions for post-production work-flows.

REI Inc. – Production Artist/Image Editing Specialist**July - September 2014 (Contract)**

Marketing production artist accountable for photo editing, manipulation and design of product standards manuals for company store layouts using InDesign as interactive documents for iPad App.

- Photographer for the marketing dept. creating visual guidance for new store setups to assemble display examples.

Continental Mills – Creative Services Department Traffic Coordinator**April - October 2012 (Internship)**

Maintained consistent standards of photographic imagery in promotional marketing media outreach -edited, color corrected and created image library by size for customer downloads for ad placements.

- Traffic coordinator for department projects in job management program for sales and creative communications teams.
- Liaison between customers and production to QC designs and proofs for new products for printing.

The Creative Group – Prepress /Graphic Production Specialist**April 2004 - September 2009 (Various Contracts)**

Part of creative project teams for graphic design, catalogs, mailings, web updates or printing needs.

- Duties included print buyer negotiations for contracts, estimates, and quality control and press checks.
- Coordinated with sales departments to streamline advertising and printing tactics, successfully increased sales while managing cost saving budgets.

Majestic America Line – Production Manager/Creative Director**November 2007 - May 2008**

Fast paced design production coordinating nationwide and regional company mailers with advertising strategies for cruise sales, to design and produce promotional items, brochures, and printed guest amenities for each ship.

- In charge of multiple print buying contracts negotiated based on budget, deadlines and quality. Controlled any issues with print quality, folding, imprinting or assembly deadlines.
- Teamed with department sales staff, assisted travel brokers with chosen corporate stock images, web site access key codes allowing for image placement in brochures on the fly, power point presentations, advertisement and templates around the globe 24/7 for localized promotional items based on their needs to boost immediate sales.

MGM Graphics Inc. – Prepress /Graphic Production Manager**June 2005 - July 2006**

Quality control for typesetting, image linking raster trap files, distortions and stepping for cylinder printing, Management of preflight, prepress, scheduling and assignment of work to artists for reproduction needs.

- Coordinated shipping and delivery for three company branches; setting artwork to produce plates on tight deadlines.

Northwest Flexo Inc. – Prepress Department Manager**April 2002 - November 2003**

Streamlined work-flow of digital prepress/design department staff to work with in-house flexography label presses for absolute color match proofs and direct to plate output; utilized Artworks work-flow with Dupont CromaPro proofing.

- Produced four-color process or PMS plates up to 200 lpi screening, up to 10 colors each label on press.
- Applied knowledge with inline embossing, hot or cold foils, and a variety of specialty varnish and lamination options.
- Provided preflight support for sales and accounting for pricing all operations to successfully increase profit productivity.
- Supervised and maintained monthly logs for streamlined computer backup, maintenance and repairs.

U.S. NAVY RESERVE

Naval Mobile Construction Battalion Eighteen 1st Class Petty Officer**May 1997 – May 2019****Public Affairs Office****Veteran: Deployed OIF/ OEF Iraq 2006-07/ Afghanistan 2010-11**

Organized and supervised the operation of the historical research teams, project packages, sales & distribution. Performed as a liaison related to Morale, Welfare & Recreation (MWR) with higher command, and with local military and community organizations. Served as custodian of the MWR Fund and as a member of the Battalion MWR Council. Oversaw the PAO that through various programs raised over \$20,000 to support the purchase of deployment cruise books, t-shirts and coins. Treasurer of the Battalion First Class Petty Officer Association.

- PAO media specialist and art director for documentation of deployment activities, creative design, budgets, file organization and cost effective solutions for social, print & web media for the Battalion.
- Training junior sailors, preparing power point presentations on general military training and specific subjects.
- Commended with two Navy Achievement Medals for managing detachment personnel, directing administrative duties for the unit, MWR budgeting, event planning and fund-raising activities for the community, sailors and their families.

FREELANCE DESIGN & PHOTOGRAPHY

Kmtconcepts Marketing & Photography**Kmtconcepts.com 2010-Present**

Creative Direction, Graphic Design and Photography services provided for clients in need of new business identities or re-branding, presentations, corporate promotions, and fashion portfolios. Combining all skills to create websites, advertising campaigns and social media awareness by researching industry competition and providing design advice for marketing strategies. Current clients include health care, Salmon fishing industry and community associations website updates.