

# KAREN M. TESTA

KMTCONCEPTS.COM

gdesigns@kmtconcepts.com • 6559 Jones Avenue N.W. Seattle, WA 98117 • (206) 422-1112

## MULTIMEDIA DESIGNER • ART DIRECTOR • PHOTOGRAPHER

Highly focused creative director, photographer and visual production specialist, offering extensive hands-on expertise within art direction for marketing, photography, video editing, web, print buying and advertising/social media needs. Possessing an intricate eye for press checks for color and designing stylistic layouts. Certified expert abilities with Adobe CC and MS Office programs to correlate technical knowledge in the design, development and delivery of cost-effective, organized multimedia.

### AREAS OF KNOWLEDGE AND EXPERTISE

Illustrator • Photoshop • Indesign • Premiere • Muse • After Effects • Lightroom • Acrobat  
Promotional Branding • Digital Photography • Photo Styling • Media Advertising • Graphic Design  
Catalog Layouts • Digital Image Editor • Video Editing • Print Buying • Planning & Estimating  
Copy Writing • Offset • Flexo • Newsprint • Silk Screen • Metal Die Stamp

- Facilitate print production management/press checks for paper, CMYK and PMS ink builds for exact color match.
- Resourceful and innovative in problem solving; adapting quickly with expectations implementing solutions.
- All-encompassing business background with management, sales, customer service, contract negotiations.
- Reflective enthusiasm diversifying talents at all levels; coordinates time management within a team and independently.
- Exceptional talents with prioritization, delegation and organizational skills while working under strict deadlines.

### EDUCATION

#### The Art Institute of Seattle

Bachelor of Fine Arts Degree

Major: Commercial Photography

September 2013-December 2015

Bachelor of Fine Arts Degree

Major: Graphic Design

September 2009-June 2013

### PROFESSIONAL EXPERIENCE

#### Creative Circle — Multimedia Designer/Production Artist

September 2011-Present

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 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.

#### Amazon — D1 Visual Designer/Image Editor

August-October 2016

Coordinated collaboratively within a team of visual designers, asset collectors and project managers to create and produce high volume graphics for consumer interfacing— in order to support customer centric 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 2014-2016

Provided supplemental digital editing, color correction and media production for website, print ads and catalog imagery for company branding. Part of a five person product team focus on editing shoes, handbags, household goods and cosmetics. Image processing would range from 50 images with fine detailing to 350 general edits per day.

- Photo editing fashion and product imagery matching standards for marketing promotions of print and web.
- Utilized Photoshop editing expertise for pathing, masking, layers, and creating actions for post-production work-flows.

#### REI Inc.— Production Designer/Image Editing Specialist

July -September 2014

Support through design execution of floor sets, support of promotional events, visual adaptations and execution of special brand/shop concepts and prototypes.

- 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 department to use for visual guidance for new store setups to assemble display examples.

**Continental Mills — Creative Services Traffic Coordinator-Internship****April-October 2012**

Coordinated production review of package designs with design supervisor, designers, prepress suppliers and printers. Worked with core teams to plan, prioritize and schedule changes/updates to existing packaging. Communicated with printers, color separators, designers and CM team members for three month cycles of deadline driven/timing of product to shelves.

- Assistant for prepress and printer relationships pertaining to graphics process, file management, color and print quality.
- 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.
- Liaison between customers and production team to QC designs. All internal production PDF proofs routed through department through CM systems for direct sign offs by team members for new products before going on to final production.

**The Creative Group — Media Production Specialist****May 2004-September 2009**

A dependable representative engaging multipurpose skills and quick learning abilities. Supplementing creative and communications teams within projects for graphic design, catalogs, mailings, web updates or printing needs.

- Exclusive assignments include creative services with Ernst & Young LLC, a web designer with the City of Everett, a layout artist for Russell Investments, and a print production manager and creative director liaison with Majestic America/ Windstar.
- Familiarization included print buyer negotiations for contracts, estimates, quality control and press checks.
- Coordinating with sales departments to streamline advertising tactics to successfully increase business incomes.

**Majestic America Line — Production Manager/Creative Director****December 2007-May 2008**

Fast paced design production coordinating nationwide and regional company mailers with mailing strategies for cruise sales, as well as design, schedule, produce and ship promotional items, brochures, and printed guest amenities to each sailing 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 Production Manager****April 2005-June 2006**

Organized prepress department for all preflight, scheduling, assignments and flexography film and plating output. Production facility supplier for most major label, bag and corrugated box print houses across the US and Canada.

- Coordinated work flow scheduling with eight prepress artists using direct to plate Nexus system with Esko CDI Spark Flexo Plate laser imprint for large formats up to 50" x 80".
- Ordering plate materials and shipping completed plates between two outpost facilities for customer deadlines.
- Quality control applied to all plated items checking typesetting, image links, distortions and stepping for cylinder printing.

**U.S. NAVAL RESERVE****Naval Mobile Construction Battalion Eighteen —1st Class Petty Officer****May 1997-Present**

Veteran: Deployed OIF/ OEF Iraq 2006-07/ Afghanistan 2010-11

- Ten years working within the Public Affairs Office(PAO) as media specialist and art director for documentation of unit activities, managing historical research, project planning, creative design, file organization and cost effective solutions for social media, print & web for the Battalion.
- Commended for management of detachment personnel, directing administrative duties for the unit, in charge of Morale, Welfare and Recreational(MWR) team event planning, budgeting, and fund-raising activities for the unit and community.

**FREELANCE DESIGN & PHOTOGRAPHY****Kmtconcepts Marketing & Photography****Kmtconcepts.com****June 2010-Present**

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

**KT Paw Studios****ktpawstudios.com****December 2014-Present**

Creative Portrait Photography provided for purebred and domestic animals such as horses, cats and dogs. Digital image editing and processing for printed portraits or producing photo-book collections. Coordinating portrait sessions with pet sitting and animal care options for ease and convenience. Clients range from family sitting portraits with a beloved pet to National Breed associations breed advertising and show events. Volunteering services with local humane shelters and organizations to photograph available animals at their very best to promote quick adoptions.