



Carlyn Malzhan

Graphic Designer / Art Director

+ CONTACT


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i ABOUT ME

Balanced between analytical and creative. Enjoy collaborative environments. Strong work ethic. Seek a job I can sink my teeth into.

 Online Portfolio
malzhandesign.com

PROFESSIONAL EXPERIENCE:

Ariens - Lead Graphic Designer August 2014 - January 2018

- Create innovative solutions to marketing problems combining both written and visual elements
- Identify brand strategies and create templates for marketing across multiple platforms
- Lead creative brainstorming and concept meetings for marketing campaigns
- Participate in national customer focus groups to determine marketing verticals
- Ensure all marketing channels are consistent in content for all customer verticals
- Create relevant marketing materials that speak to various customer personas
- Input on marketing materials for biggest impact within budget parameters
- Design and develop emails in html for Yesmail
- Design and develop web pages using CMS
- Direct and organize location and studio photo shoots
- Participate in 2 - 4 tradeshows a year
- Work with copywriters and other designers to ensure messaging is on target
- Act as project manager to ensure production is within timeline and budget

Grainger - Production Designer, 2008 - 2014

- Layout catalog pages following branding guidelines
- Layout direct mail and collaborative pieces
- Color correct, path and file images
- Provide art direction for studio silo shots

Lodi Enterprise - Production Manager / Graphic Designer, 2001 - 2008

- Managed two production artists in a deadline-driven environment
- Made software and workflow decisions as the newspaper transitioned from analog to electronic print methods
- Graphic designer for newspaper articles and ad layouts

TECHNICAL SKILLS:

Adobe Design Suite • WMS web content management system
• YesMail email management system • HTML5 • CSS • Office 2007

EDUCATION:

B.A., Rhetoric, University of California, Berkeley, California
A.S., Network Specialist, Madison Area Technical College, Madison, Wisconsin

ADDITIONAL WORK EXPERIENCE:

UW-Baraboo - Taught three two-day intensive computer graphics workshops.

COMMUNITY INVOLVEMENT:

Ice Age Park & Trail Alliance, Cross Plains, WI - Worked on community outreach programs and created logos and informational brochures.

Lodi Valley Farmers' Market, Lodi, WI - Brainstormed and created promotional posters, brochures. Developed marketing strategies to grow patronage for a local start-up market.