KAREN ROLNICK *Graphic Designer*

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Professional Profile:

With over 20 years of experience in graphic design, I have developed the speed and accuracy of a highly polished professional. My creative flair and versatility has served me (and my clients) well as I design eye-catching pages both for web and print. Please see my portfolio online at www.rolnickgraphics.com.

> Extensive know-how in all graphics software including InDesign, QuarkXPress, Adobe Illustrator, Photoshop, Dreamweaver and Flash.

> Thorough understanding of production and pre-press as well as web design.

> Possessing an artistic, tasteful, design sensibility, coupled with an ability to "think out of the box", I can roll with the punches and go with the flow!

Professional Experience:

RolnickGraphics, *freelance graphic design, on-going*

Partial client list:

- Chicktivity - over 200 charts and graphs for Verizon's Strategic Planning Book, done annually for 8 years.
- Excelsior Graphics - Numerous marketing products and event publications for such clients as IRC (The International Rescue Committee), Komen Breast Cancer Institute, IMG Artists, Parrish Art Museum and others.
- Goldman Sachs - Design work on high end pocket folders and binders
- Ariston Florist web site
- Genetics and Society web site

Publishing Data Management, *senior graphic designer for over 5 years*

Pub Data is a very streamlined financial publisher, producing high-quality shareholder reports and other financial products by the score for such clients as, AllianceBernstein, Evergreen, Dreyfus, Franklin Templeton, Citibank and others. I was responsible for creating designs in QuarkXpress, and InDesign as well as charts and information graphics in Adobe Illustrator. I designed the company's websites, www.pubdata.com and www.proofplus.com, in less than two weeks (we added foreign translations later). PubData has authored automation and tracking software, I designed the interface. Additionally, I worked in tandem with our programmers making InDesign templates that can utilize Adobe's powerful xml capabilities to automate fact sheets in many languages and versions.

Goldman, Sachs & Co., Firmwide Graphics Department, *senior graphic designer*

Designing all types of publications, choosing artwork, establishing new lines of products as well as working within a framework of well-established branding guidelines. I adapt well to a variety of styles and demands, creating tasteful and effective publications on the fly, yet with creative flair.

> Designed marketing materials including brochures and fact sheet sets.

> Created events packages (invites, agendas, peripherals, etc.) which resulted in sold-out events.

> Drew detailed and complex maps using Adobe Illustrator (for their Real Estate department).

Salomon Smith Barney, Graphics Department, *graphic designer*

Responsible for designing numerous publications within the framework of the firm's existing branding guidelines.

> Designed a large variety of publications including brochures, fact sheets, workbooks, periodicals etc.

> Filled a strong demand for charts, maps, and other information graphics using Adobe Illustrator and DeltaGraph.

Professional Experience (continued):

Brylane LP, Lane Bryant Catalog Department, *page layout artist*

Handled all aspects of page layout, including building new pages and designing repeats with new artwork and copy, formatting type and reflowing text. This work was completed in a timely manner under very tight deadlines. Also created peripherals such as hang tags, merchandise inserts and direct mail pieces.

Symphony Imaging, *production*

› Handled all aspects of pre-press operations including output of color-separated film and direct-to-plate production with appropriate proofs.

› Generated color-corrected drum scans; created duotones and did silhouetting in Photoshop.

› Designed pages for last minute printing projects and authors alterations.

› Recreated logos and fixed bad files.

Education:

SUNY Empire State College, B.S. degree in graphic design

RIT Professional Development - Graphic Arts Intensive (on modern printing trends and new developments)

Parsons Continuing Ed - Flash Intensive

Fashion Institute of Technology, A.A.S. degree in Illustration

References available on request.