

claudia kaerner

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profile | Creative, enthusiastic, highly organized, conceptual graphic designer with more than 15 years experience in print, packaging, publication design and production. Able to manage projects from start to finish, by working with clients and listening to their needs and goals, meeting deadlines and budgets, all in a fun and collaborative manner.

experience | **claudia kaerner design & photography : designer/photographer** 2002 > > > present
Owner of graphic design and photography studio. Offering complex print-based projects from corporate collateral to print ads, packaging to publications and billboards. Responsibilities include managing projects from start to finish, such as collaboration with clients on the initial design direction and project goals; strategic thinking and execution; supporting brand awareness through tone, image, brand essence, color palettes and font systems; design concepts; vendor correspondence; time and budget management; final client and project review; production and file preparation; press checks; and quality control of delivered final products. Wedding, commercial, and portrait photography.

Provide creative design for clients such as TMS Architects, Cymbidium Floral, Zahtar, dogrundog, One Voice for Southeastern NH, Cornucopia, Families First, Educational Development Center, Clean Air-Cool Planet, PMC Kids Ride, Opus Advisors.

bill truslow photography : digital image specialist/über-assistant 2002 > > > present
Brought my experience as a designer to commercial photography studio and worked with owner to migrate studio to a high-quality, fully digital environment by creating a color accurate and efficient imaging workflow. Day-to-day responsibilities include editing photo shoots; creating web gallery; metadata tagging; managing color via profiled monitors; creating final color accurate retouched images that are ICC profiled for printing in various mediums; assisting on commercial shoots around the country; and managing extensive client, vendor, and printer contacts. Special projects included creating and designing all portfolio and internal marketing materials for the studio.

brown & company design : director of publications/senior designer 1994 > > > 2002
As director of publications, worked with team members to create a streamlined internal publication process; evaluated and reviewed publications for overall consistent vision and high quality content, photography, editorial and printing; and lead group meetings to inspire and motivate designers to keep up with publication trends and to push design.

As senior designer, provided creative vision through concept and brand development, design and production, prepress and print management. Exceptional collaborative skills with clients, team members, freelancers, and vendors. Served as lead designer, working closely with clients to create unique design solutions. Design projects included publication design, catalogs, branding, logos, identity systems, brochures, packaging, menus, signage, direct mail, tradeshow materials, websites, and advertising for B2B and B2C clients.

Accountable for all aspects of projects such as estimates, schedules, budgets, design concepts, production, proofreading, pre-press, printing, and billing. Effectively managed multiple clients, vendors and projects with various budgets and often tight deadlines.

Client list includes New Hampshire International Speedway, Timberland, Jordan's Furniture, Saliency, Portsmouth Chamber of Commerce, Warner-Lambert Benadryl/Sudafed Campaign, A Safe Place, Me & Ollie's, New England Soup Factory, Giving NH, The Leatherloft, and Flag Hill Winery to name a few.

microarts : photographer/assistant designer 1993 > > > 1994
Photographed, scanned, manipulated, and cataloged large image library for use in design materials. Responsible for design, print production, and press checks for client work and internal marketing needs.

proficiency | Mac OS X platform, InDesign, Photoshop, Lightroom, Illustrator, Acrobat, QuarkXpress, ICC image profiling, Prepress file prep, Image color, retouch and manipulation.

education | **University of New Hampshire** : Bachelor of Arts. Major : Photography, Minor : German 1993
San Diego State University : Co-op exchange. Emphasis: Graphic design 1992

portfolio | www.claudiakaerner.com/design

references | available upon request.