



# CAROL PROM

DIGITAL DESIGN & PRODUCTION

952-465-5311

carolpromdesign@gmail.com

www.carolpromdesign.com

## PROFILE

Highly creative graphic designer with a background in digital production and typography • Thorough understanding of 4-color printing process • Proficient in graphics software including Photoshop, Illustrator, InDesign and Dreamweaver • Skilled in HTML and CSS • Detail-oriented, with a history of meeting production deadlines without sacrificing quality • Acknowledged for problem-solving skills, dependability and thoroughness • Works effectively, both independently and in a team

## SKILLS & SOFTWARE

- *InDesign CS6*
- *Photoshop CS6*
- *Illustrator CS6*
- *QuarkXPress 6*
- *MS Word*
- *Dreamweaver CS6*
- *Flash Animation*
- *HTML & CSS3*

## EXPERIENCE

### Web Designer

4 Digital Designerz, HTC Student/Alum Design Group

March 2013–present

- Developing a variety of website designs, logos, vector art, branding and collateral, in collaboration with a group of passionate designers
- Created a successful responsive website from the ground up, to adjust to various screen sizes from desktop to mobile devices

### Seasonal Production

Lifetouch National School Studios, Bloomington, MN

August 2013–November 2013

- Retouched photos, enhancing digital images using Wacom tablet and Photoshop CS6; prepared images for background replacement using specialized internal program, helping the company process 305,000 images, a 260% increase from prior year.
- Inspected special items for quality control and efficiently hand-packed products for shipping

### Web Design Intern

Great Moods, Mendota Heights, MN

March 2012–March 2013

- Developed website design using HTML, CSS and JQuery for online fundraising company's websites
- Researched and developed web content, creating page layouts with focus on user interface
- Collaborated with programmers to integrate PHP components and MySQL database
- Prepared and optimized assets, while organizing site architecture and managing workflow

## **Contract Web Content Specialist**

Jostens, Edina, MN

October 2012–December 2012

- Managed multiple workflows to fulfill web and email marketing requests with efficiency and accuracy
- Prepared images and other assets for the web, built and deployed email marketing, and applied design elements and text to web templates, helping the company meet sales goals

## **Production Artist**

Tad Ware & Company, Minneapolis, MN

September 2000–January 2009

- Developed new methods for organizing and maintaining logos, templates and client's master text files resulting in streamlined production and quality control, saving the company time and money
- Produced high quality, print-ready files using InDesign, QuarkXPress, Illustrator, and Photoshop, following brand standards and printer specifications
- Worked in a team to generate a variety of deliverables including brochures, packaging, direct mail, catalogs and trade show displays
- Created mockups for client approval and to verify file accuracy; prepared, collected and preflighted digital files, solving problems and preventing costly errors
- Managed computer backup system ensuring safety of valuable client files

## **Graphic Artist**

Interface Graphics, Inc, Minneapolis, MN

December 1996–September 2000

- Efficiently produced print-ready files for books published by Lerner Publishing Group, using QuarkXPress, Illustrator, FreeHand and Photoshop
- Collaborated with designers and production editors to develop digital keylines and creatively adjusted type and graphics to layouts
- Output film negatives, positives, color separations and color proofs for agency and clients, resolving problems quickly

## EDUCATION

**AAS:** Graphic Design–Web Design Emphasis, May 2012

Phi Theta Kappa Honor Society

Hennepin Technical College, Brooklyn Park, MN

**Certificate:** Advanced Social Media, March 2013

Takoda Institute, Minneapolis, MN

**Certificate:** Photoshop 1

Easel Training, St. Paul, MN

**Certificates:** Graphic Arts I and II, Typesetting

Hennepin Technical Center, Eden Prairie, MN

## VOLUNTEER WORK & ACTIVITIES

Volunteered graphic design and typesetting for Church ministries

Professional Groups: Twin Cities Photoshop and InDesign User Groups,

MN Web Design Professionals, MSP WordPress User Group

