

# KAREN KELSO

 KarenKelsoDesign.com

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## CREATIVE DIRECTOR/ DESIGN

Creative director for a major print company skilled at creating dynamic pieces for magazines, newsprint, marketing and WEB. Art directs designers, photographers and illustrators to create eye-catching visuals for different mediums. Directs, organizes and executes large scale photo shoots. Experienced in social media, writing and photographing multiple products on a daily deadline.

## WORK EXPERIENCE

### Creative Director

*Coast Magazine / 2015-to present*

- In charge of all visuals, including illustrations, typography and the general look of the luxury lifestyle magazine.
- Sets up, scouts and art directs all photo shoots with various photographers within budget.
- Designs the entire magazine in InDesign on a monthly deadline.
- Collaborates with freelance writers and illustrators from all over the world for various features in the magazine.
- Deals with all pre-press and post production issues.
- Helps with design of marketing materials and last-minute advertising spots.
- Photographs and also writes feature stories.
- Responsible for attending events and for posting on social media about the events.

### Design Team Leader

*The Orange County Register / 1999-2015*

- Responsible for recruiting, interviewing and hiring skilled designers to expand design team.
- Coordinate and manage the work flow for 40 designers by establishing priorities and time-lines for daily and long-term projects.
- Mentor, critique and lead brain-storming sessions with designers on layout, illustration, design, typographic and photo editing.
- Consult with editors, writers, photographers and illustrators on presentation of stories and packages for print, magazine and online publications.
- Design strong visual story telling by utilizing typography, photos and illustrations with attention to detail, solid design principles and product branding.
- Responsible for department financial budget including hiring and negotiating fees with freelance contractors.

### Graphics Team Leader

*The Orange County Register / 1996-1999*

- Worked on illustration concepts and styles with staff artists and freelancers.
- Edited and scheduled daily graphic assignments for newspaper graphics team.
- Worked with various editors and designers to determine what visual story telling device should be used – graphics, illustrations or photography.
- Recruited, hired staff and responsible for department budget including hiring and negotiating fees with freelance contractors.

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### EDUCATION

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BA COMMUNICATIONS  
San Jose State University

Masters work – Ohio University  
CS Suite Class – IVC 2011  
Web Design Class – SAC 2008

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### SKILLS

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- Adobe Suite
- CCI Newsgate
- Pre-Press Production
- Microsoft Word, Excel
- Photography & Editing
- Photography Scouting & Styling

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### EXPERTISE

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- Photography
- Project Management
- Design and Illustration
- Leadership & Mentoring
- Social Media & Marketing
- Strategic Planning

## REFERENCES UPON REQUEST