

DeFelice | Design

Karen DeFelice

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CAREER SUMMARY

Skilled designer/art director with proven expertise in advertising, Web site, and publication design as well as management. Recognized for colorful, cutting-edge design that enhances an organization's marketing communication mission.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer/Art Director

Hospital of Saint Raphael

June 1998-Present

- Design, art direct and produce bimonthly magazine, *Better Health*.
- Create concepts and designs for annual reports, brochures, newsprint and magazine ad campaigns, and all marketing materials.
- Designed hospital's new Web site, including the image branding. Continue to work closely with Web site content manager to ensure that editorial content and artwork are cohesive and complementary.
- Responsible for maintaining the integrity of the corporate identity system.
- Direct photoshoots for magazine stories, Web site sections, advertising campaigns, and more.
- Supervise one junior designer and coordinate and manage all projects of the Graphic Design department.

Senior Graphic Designer

MCS Advertising & Production

April 1996-June 1998

- Responsible for creative and design of brochures, CD and video packaging, direct mail pieces, identity systems, newsprint and magazine advertisements.
- Served clients in healthcare, software development, business-to-business.

Graphic Designer

Cashman & Katz Advertising

December 1995-June 1996

- Created and designed brochures, identity systems, billboards, newsprint, and magazine advertisements for business-to-business and retail clients.

Freelance Graphic Designer

- Design logos, brochures, direct mail pieces, Web sites, and advertisements.
- Clients have included RE/MAX, Newport Blues Cafe, Connecticut Defense Lawyers Association, and Connecticut Pride Basketball.

EDUCATION

- Central Connecticut State University, Graphic Design, B.A. (1994)
- Northeastern University, Advanced Web Design, Certificate (expected 2003)

COMPUTER SKILLS

Quark, Photoshop, Illustrator, Flash, Dreamweaver, HTML, Image Ready, Director, JavaScript, Microsoft Word

AWARDS RECEIVED

Advertising Club of Connecticut

Lamplighter Award

The Globals

Summitt Award

ctnow.com Web 100

Published in *Healthcare Marketing Review*