

# Art & Design

Jennifer S. Mara

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Self-motivated dependable **Graphic Designer**, successful at **building digital files** and applying technical skills to **create Art** that informs and engages viewers. Willingness to take on added responsibilities to meet team goals with a **positive attitude**. Clear communicator, experienced with business practices and collaborating with others. Volunteer mentor and **educator**.

## Employment History:

- AUG 2021- Present Direct Mail and Marketing Designer  
**Palmer Marketing, Olathe, Kansas.**
- Put together catalogs for Hallmark Gold Crown retail establishments
  - Design Flyers that communicate sales to customers of stores
  - Create Direct Mail advertisements and promotions
  - Support sales team by building ads according to specifications, & sending proofs.
- FEB 2018- OCT 2021 Graphic Designer, Press Operator, & Pre Press Technician  
**Herff Jones Yearbooks, Edwardsville, Kansas.**
- Collaborated with Internal clients, like the Sales Team, Customer Service, and Executives, to create artwork that blended brand goals with design aesthetics
  - Created and printed banners for schools
  - Maintained, repaired and operated industrial printer in the Digital Printing Department and other finishing machines
  - Shift Leader on Laser Cutting machine
- KEY ACHIEVEMENTS:  
*Streamlined business processes in newly created digital banners department.*  
*Assisted with special Graphic Design projects at the Edwardsville plant.*  
*100% on time project completion*  
*Recognized by the company at a special Thank You breakfast for my contribution to an improved pipeline for products*
- MAR 2016- JUNE 2021 Graphic Artist  
**Waldo T-Shirts, Kansas City, Missouri.**
- Create T-Shirt designs for multiple clients
- KEY ACHIEVEMENTS:  
*Had record sales of 80 orders per month the first two months I was there.*  
*Applied critical thinking and principles of color theory & composition to personalize designs for customers that they would be delighted to wear.*
- DEC 2011- JULY 2013 Marketing Designer  
**Get Smarter Prep, Overland Park, Kansas.**
- Specialized in visual communications such as presenting information, promotions, branding, marketing and advertising.
  - Applied creative expertise to present marketing concepts
  - Built corporate brand by designing cohesive looks between elements such as logos and letterheads
- KEY ACHIEVEMENTS:  
*Created custom QR Codes that increased incoming test takers 70%.*  
*Registered trademarks with the US Government pertaining to the business.*  
*Spearheaded a 220% increase in advertising and marketing.*
- DEC 1998- MAR 2001 Product Development Designer  
**Lisa Frank Incorporated, Tucson, Arizona.**
- Conceptualized ideas for school supplies that were sold in retail stores nationally
  - Launched arts and crafts kits
  - Created jewelry designs
  - Worked on the interior design of retail boutiques
  - Authored articles for our magazine, Lisa and Me
  - Sketched and produced digital art used for products
- KEY ACHIEVEMENTS:  
*My items are reselling on Ebay and other sites for 300% of their original value.*

## Education

Kansas City Art Institute  
Kansas City, Missouri  
**Bachelor of Fine Arts**

Rhode Island School of Design  
Providence, Rhode Island  
**Pre-College program**

## Skills & Software

Digital Design  
Adobe Creative Suite  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Windows & Microsoft Office  
Macintosh Operating System  
Illustration  
Machine Operation and Repair  
Pre-Press

## Volunteering

**Madam President Camp**  
Kansas City, Missouri.  
June 2017-Present  
Art Teacher, Mentor, Leader.

**The Kauffman School**  
Kansas City, Missouri.  
September 2019-May 2020  
Mentor to students in after-school Girls Empowerment Club

## Pro Bono Partners

**Hazel Haus of Friendship**  
Canine Rescue  
Kansas City, Missouri.  
September 2016-June 2019

**OneGoalKC.com**  
Suicide Awareness & Fundraising Mission, Kansas.  
May 2015-May 2016