

# Jennifer S. Mara *Artist & Designer*

Mission, Kansas

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Self-motivated, dependable *Graphic Designer*, successful at *building digital files* and applying talent and technical skills to *create Art* that informs and engages viewers. Expert collaborator willing to take on added responsibilities to meet team goals with a *positive attitude*. Articulate, curious and experienced with best business practices. Volunteer mentor and *educator*.

## Employment History:

### Production Artist & Press and Machine Operator

**Holland 1916/Holland Nameplate**, North Kansas City, Missouri. January 2022-August 2022

- Set up files for printing on large scale Mimaki Machines
- Cut nameplate products with Coherent Laser Machines

#### Key Achievements:

- Demonstrated versatility when asked to work in four different departments as needed
- Reworked a specific process in the Laser room that led to an 85% increase in production

### Direct Mail and Marketing Designer

**Palmer Marketing**, Olathe, Kansas. August 2021-November 2021

- Composed and arranged photos & other design elements for catalogs of Hallmark Gold Crown stores.
- Designed Flyers that communicate sales to customers of retail shops.
- Created Direct Mail advertisements and promotions.
- Supported sales team by building ads according to specifications, & sending proofs.

### Graphic Designer, Press Operator, & Pre Press Technician

**Herff Jones Yearbooks**, Edwardsville, Kansas. February 2018-August 2021

- Collaborated with Internal clients, like the Sales Team, Customer Service, and Executives, to create artwork that blended brand goals with design aesthetics.
- Designed, created and printed banners for schools.
- Maintained, repaired and operated industrial printer in the Digital Printing Department and other finishing machines.
- Shift Leader
- *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.*

### Graphic Artist

**Waldo T-Shirts**, Kansas City, Missouri. March 2016-July 2021

- Created T-Shirt designs for various, multiple clients

#### Key Achievements:

*Applied critical thinking and principles of color theory & composition to personalize designs for customers that they would be delighted to wear.*

### Marketing Designer

**Get Smarter Prep**, Overland Park, Kansas. December 2011-July 2013

- Specialized in visual communications such as presenting information, promotions, branding, marketing and advertising.
- Applied creative expertise to present marketing concepts.
- Designed cohesive brand collateral elements such as logos and letterheads.

#### Key Achievements:

*Created custom QR Codes that increased incoming test takers 70%.*

*Increased Advertising presence which brought a 40% increase in new clients.*

### Product Designer

**Lisa Frank Incorporated**, Tucson, Arizona. December 1998-March 2001

- Conceptualized ideas for school supplies that were sold in retail stores nationally.
- Launched a jewelry line featuring my original designs.
- Styled the interior design of retail boutiques.
- 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 in Design**

Rhode Island School of Design

Providence, Rhode Island

**Pre-College program**

## Skills & Software

Digital Design

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Photo Correction

Windows & Microsoft Office

Macintosh Operating System

Illustration

Machine Operation and Repair

Pre-Press

Brand Identity

Wordpress

## Volunteering

**Madam President Camp**

Kansas City, Missouri.

June 2017-January 2022

Art Teacher, Mentor, Leader.

## Mentoring

**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