

KAREN GRESS

PRODUCT DESIGN & GRAPHIC ARTS

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WHO I AM

Detail-driven, with a reputation for **innovative** thinking, **effective** communication and **superior** problem solving.

WHAT I KNOW

FIGMA

USER EXPERIENCE DESIGN

USER INTERFACE DESIGN

ADOBE CREATIVE SUITE

GRAPHIC DESIGN

VISUAL COMMUNICATION

PRODUCTION DESIGN

BRANDING AND IDENTITY

CREATIVE DIRECTION

WEB DESIGN

COMMUNICATION

PROJECT MANAGEMENT

USER EXPERIENCE STORIES

PROBLEM SOLVING

PRESENTATION DESIGN

EDUCATION:

Google UX Design Certificate

A. A. S. Multimedia, Graphic Design and Illustration;
Emphasis in Project Management
Arapahoe Community College

B. S. Geology,
B. S. Engineering Geology;
Minor Mathematics
University of Kansas

WHERE I HAVE BEEN

SENIOR CUSTOMER EXPERIENCE/PRODUCT ENGINEER | Pica9, Inc. 2019-2025

- Sole User Experience and User Interface Designer for CampaignDrive™, Pica9's SaaS platform, working directly with the software engineering team under the VP of Product.

Recent projects:

- Modernization and expansion of the e-commerce workflow
- Complete re-design of the Digital Asset Management interface
- Development of a new product feature for customization and generation of large and complex documents
- A solution to migrate an account off an outdated legacy platform
- Support for the Bootstrap 5 upgrade.
- Implementation of a Design System for CampaignDrive™.

Additional Roles and Responsibilities:

- Led the Professional Services team to support up to 50 accounts across multiple industries to empower franchise, dealer, and agent networks with seamless local marketing solutions including print and digital media, HTML local landing pages and animated banner ads, Print Vendor management and integration, Database integrations and API integrations.
- Partnered with a team member to write documentation for and maintain a knowledge base in Hub Spot that has over 300 training documents.

SENIOR MANAGER, CREATIVE SERVICES | WellBiz Brands, Inc. 2012-2019

- Collaborated with internal team and Agency of Record to develop and evolve the brand identities across all brands to strategically align with marketing goals.
- Managed the creative work load across all brands to correctly allocate resources and streamline processes.
- Identified a changing business direction and then Initiated the implementation of a new CMS, including RFP, reviewing candidates, extending offer, finalizing contract, on boarding new system.
- Developed position criteria, hired and supervised seasonal production intern. Advocated and implemented the conversion of intern to permanent position, continuing to supervise this position and expand their duties within the company and department.
- Established a system for streamlining production workflow to allow for high-volume, accurate, consistent output of print production files.
- Established, supervised and maintained a project management system for marketing department, including project briefs, work request forms and workflow processes.

OWNER, INSTRUCTOR, TECHNICAL WRITER AND FREELANCE GRAPHIC DESIGNER

kjGress Designs from 2003

paid, community, pro-bono work

- Designed the official uniform of a masters rowing crew.
- Wrote, produced, printed and marketed a line of over 50 patterns for knitting.
- Contracted with Knitting Fever for a line of nine knitting patterns; 100,000 copies printed and sold nationally.
- Developed curriculum and taught a series of knitting workshops to adult learners.
- Brand Identity - developed brand identity systems including logos, business collateral, layout design, website design and development for creative professionals.
- Marketing Consultation - provided marketing direction/ business development advice for on-line startups.



References available upon request