

DEBORAH KNAPP

Online Portfolio: www.deborahknapp.com ■ Email: deborahk21@gmail.com

OBJECTIVE

To best utilize my design and illustration skills in online and print formats in a creative and team-oriented environment.

SOFTWARE KNOWLEDGE

- Photoshop
- Illustrator
- QuarkXpress
- InDesign
- Dreamweaver
- Freehand
- Fireworks
- Flash
- Acrobat
- ImageReady
- Microsoft Office
- Filemaker Pro

EXPERIENCE

Senior Graphic Designer - Allied Telesis, Bothell, WA

6/2004 – Present

- Responsible for art directing and managing brand identity and all outbound marketing communications (design, look and feel) for a global high tech networking device manufacturer.
- Art direct, design and manage the production of catalogs, brochures, ads, banners, trade show graphics, direct mail, newsletters, technical documents, presentations and various other documents.
- Design, prototype and spec websites, web pages, micro sites, email templates and other online resources.
- Illustrate icons, logos and graphics for use in print and digital applications.
- Direct photo shoots on-and off-site, perform post-production photo manipulation and color correction.
- Design and manage design standards and templates working with departments throughout the organization worldwide.
- Manage and mentor junior level designers and contractors. Encourage teamwork, creativity, project management and professional growth amongst design team while ensuring design goals and standards are met.

Allied Telesis Career Achievements

- Created and managed systems which enabled global marcoms to track jobs, as well as access and share design files resulting in consistent branding and cost savings.
- Redesigned high traffic, multi-lingual global corporate website; traffic to the site grew by 15% within the first quarter of new site launch.
- Conceptualized, designed, and implemented new ATI design standards and templates in 2005 as a successful effort to re-brand and reintroduce the ATI brand worldwide.
- Redesigned the Allied Telesis icon library, thus streamlining network diagram creation and becoming a key part of the Allied Telesis brand.

Web & Multimedia Designer -Leviton Voice & Data Division, Bothell, WA

10/2000 – 6/2004

- Responsible for online and digital presence for international telecom device manufacturer.
- Conceptualized, designed and managed content for website and multimedia application. Designed DVDs, CD-based stand-alone applications, PowerPoints, websites, web-based applications and training animations.
- Performed site maintenance updates and launches for external and internal websites.
- Assessed and directed website navigation, serving as usability expert, anticipating customer needs, predicting patterns of use and analyzing site web trends.
- Collaborated with IT dept. regarding website usage, database construction and content organization. Working knowledge of HTML, DHTML, CSS, CSS2.
- Designed and preflighted catalogs, instruction sheets, sell sheets, manuals, brochures, forms, direct mail, packaging and other materials for marketing and sales support.

Graphic Designer -Leviton Telcom, Bothell, WA

9/1998 – 10/2000

- Created logos, illustrations, technical diagrams and silkscreen artwork for programs, product marketing materials, and instructions.
- Designed and preflighted catalogs, instructions, flyers, manuals, brochures, direct mail, retail and generic packaging, point of purchase (POP) displays and merchandising artworks.

Graphic & Web Designer -All-Star Sports, Woodinville, WA

8/1997 – 5/1998

- Art directed and designed magazine/newspaper ads, credit card inserts for various national banks, postcards, sales sheets, flyers, business stationary and forms.
- Managed external service contracts and pricing, working closely with printers and service bureaus.

EDUCATION

Lake Washington Technical Community College: Graphic Design Certification

Bellevue Community College: Life Drawing, Basic Drawing,

Thunderbird Lizard: WWW Web Design

Ivey Seright: Web Focus Training