

Karen Kane

Art Director / Senior Digital Designer

Summary

Art Director / Senior Digital Designer with proven success creating effective digital and print solutions across a range of brands. Be it a website, landing page, email/banner campaign, print advertising/marketing collateral, branding or social media content – I have the creative and technical skills to design and produce it, from concept to completion.

Experience

Art Director / Senior Digital Designer / Freelance / April 2001 – Current

- Digital: art direction/design/production management for a variety of digital media including websites, e-commerce sites, email campaigns, e-books and ad banners.
- Print: art direction/design/production for book covers, CDs/DVDs, posters, advertising and collateral materials.

Clients include: Progyny, Dumond Global, Heifer International, Simon & Schuster, Oxygen Media, Dr. Zhi Gang Sha, GeoArt, Zonta International and Artistic License.

Email Design Specialist / Church Pension Group / November 2014 – April 2020

- Designed, coded and delivered email campaigns through the Salesforce Marketing Cloud and Cvent.
- Created new creative and custom build of email templates that cut production time by 50%.
- Designed email newsletters, marketing, brand awareness and onboarding campaigns with CTR and open rates well above industry averages.
- Innovated outreach programs by implementing and utilizing new systems for both email and customized event registration websites.
- Produced detailed analytics with reports created in DOMO and the SFMC.

Art Director / Oxygen Media / January 1999 – April 2001

- Collaborated with information architects and developers to design and develop Oxygen's web properties, online tools and marketing materials.
- Sourced photographers and art directed photo shoots for product shots.
- Worked with outside vendors to produce e-commerce sites and online tools.

Digital Designer / iVillage / May 1996 – October 1998

- Designed a variety of co-branded promotional sites for iVillage partners.
- Created award-winning animated banner campaigns.
- Designed and produced collateral materials for marketing.

Clients included: Wells Fargo Bank, Sega, McNeil Specialty, Charles Schwab.

Designer / Harvest Communications / March 1994 – May 1996

- Design, production, illustration and retouching for entertainment advertising.
- Clients included:* Miramax, Sony Picture Classics and Showtime.

Awards and Achievements

Polly Bond Award - Design for Church Pension Group's CEO email newsletter.

@d:tech Design Awards - Best Consumer Campaign for Sega animated banner campaign, Best Community Award for Huggies site.

Pratt Circle Award for Outstanding Achievement

Waterside Studio Children's School - Art advisor in the creation of an art enriched public school in Brooklyn.

Contact

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Portfolio

www.kkanedesign.com

Software

Adobe Creative Cloud

InDesign, PhotoShop, Illustrator, Dreamweaver, XD

Web

HTML, CSS, Sketch, InVision, Shopify, WordPress, Cvent, Experience with JavaScript

Email Marketing

Salesforce Marketing Cloud, Mailchimp, Litmus, Email on Acid

Other

G Suite, Word, Excel, Trello, Wrike, DOMO, Box, PowerPoint

Education

Pratt Institute BFA

Communication Design—Major
Illustration—Minor

Gonzaga University

Printmaking

Independent Coursework

Nielsen Norman Group

Web Page UX Design

New York University

Front End Foundations

General Assembly

UI Bootcamp

Pratt Institute

Adobe Flash

New York University

Intensive Multi-Media Workshop
teacher's assistant