



Kathy Krueger

SENIOR GRAPHIC DESIGNER // www.kkruegerdesigns.com
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PROFESSIONAL EXPERIENCE

CopperPoint Insurance Companies // Independent Contractor // Phoenix, Arizona –September 2017 to present

PRINT PRODUCTION COORDINATOR

- Manage and process all team, agency and employee requests for print production including file prep and finishing for standard size to large format output
- Responsible for ordering promotional item inventory and special request custom printing from outside vendors that cannot be done in-house
- Design and create original concept artwork marketing and materials in addition to adapting previously used pieces to new brand standards and styles
- Developed inventory, job record tracking forms including time, costs and materials used as well as quick reference how-to guides for team use to assure brand and finish consistency
- Compiled and reprinted all marketing, sales and information materials since January 2017 for archive and presentation usage; created a system for future tracking
- Analyze and review invoices for cost comparisons to show the benefit and savings of in-house print production verses third party contractors and third-party retail printers
- Coordinate and maintain accurate job history, time and costs for all in-kind print requests from outside charity groups from production, finishing to delivery

ProCopy Office Solutions // Tempe, Arizona – March 2017 to September 2017

CREATIVE SUPERVISOR & PRODUCTION

- Creative Supervisor and Facilities Manager to a dedicated clients' print production center for all day-to-day operations and production of printed materials
- Created Standard Operation Procedures for all employees to assure the quality of work, business professionalism and best practices of client file retention while maintaining professional communications to the client throughout the entire project including quoting, print production procedures and finishing to delivery
- Developed recordkeeping tools for all job requests in addition to inventory control and reporting information

RR Donnelley; Global Outsourcing // Phoenix, Arizona – July 2014 to March 2017

PRESENTATION ASSOCIATE II

- Creative Lead of a dedicated resource team to a Fortune 500 company to creatively enhance, edit, standardize and reimagine client requested Sales and Marketing PowerPoint presentations, Word documents and Excel spreadsheets with consistency and use of storytelling visuals as needed
- Built a library of quick access pieces and templates for entire team use to increase efficiency and standardize the brand look between designers based on clients' strict brand guidelines and requirements
- Role required strong comprehension skills in understanding the company brand, use of the programs, general workflow processes and time management

Peter Hantz Company // Tempe, Arizona – October 2000 to August 2014 (Flex Time Employee August 2014 to Present)

GRAPHIC DESIGNER & PRINT PRODUCTION MANAGER

- Converted an entry level, part-time Graphic Design position into a Managerial Graphic Design position within 3 years, supervising up to three employees in all day-to-day operations of the in-house print production center established during that time for the companies 20 beauty school locations and personal care manufacturing division
 - By printing all materials inhouse costs and waste were controlled, file output was maintained for quality and all branding, marketing and daily use materials were standardized
- Designed, approved and printed all marketing and promotional materials including brand identity, package design, business diagrams and charts, general information and sales catalogs, brochures, flyers, large format printing, interoffice use documentation as well as customer facing critical documents; both printed and digital
- Researched, negotiated and purchased the necessary equipment, special and general use supplies for the production center
- Developed marketing schedules, tracking tools, order forms and sales materials with Upper Management to create weekly, monthly and quarterly sales to assure locations were prepared with materials in advance for maximum sale results
- Generated professional written language for creation and maintenance of e-signable forms, legal documents and publications adhering to compliance agency and federal requirements
- Adapted, wrote and developed training curriculum materials using illustrations and photographic visuals as required
- SME to the beauty schools POS system including installation, daily operations, troubleshooting and maintaining of all promotions, products and services in addition to maintaining and supporting all computers companywide as well as network and print production equipment at the central office
- Tasked to team with Web Developer to learn, rebrand and update companies' beauty school websites utilizing Wordpress tools and plugins

ADDITIONAL SKILLS & QUALIFICATIONS

- Comprehensive knowledge of technology and computer systems and software as well as intermediate networking skills
- Ability to quickly learn new software and programs
- WordPress/CSS (fundamental skills) & HTML (basic core skills)
- Strong skills in problem solving and understanding of desired final outcomes
- Dedicated to continued learning and understanding all aspects of the companies' inner workings
- Commissioned to develop a common use template for the City of St. Clair Shores Historical Society. As of March 2017, five markers have been completed

TECHNICAL PROFICIENCY

- Adobe Creative Cloud Suite; Illustrator, InDesign, Photoshop, Adobe Acrobat Professional XI; for print, publishing, legal and document manipulation
- Microsoft Office; Word/Excel/Powerpoint/Visio
- Experience using file compression software such as WinZip, WinRAR and Stuffit in addition to file management and access software including Google Drive, Dropbox, and Filezilla

EDUCATION

Collins College - Tempe, Arizona
Associates Degree in Visual Communications