

## CAROL REIFSTECK | Independent Graphic Designer and Web Developer

**Strong conceptual thinker and visually creative professional with seasoned design experience in the graphic design and web development fields. Dynamic team player who delivers exceptional results through innovative design communication that strengthens business brand image.**

- Excellent visual communication skills; attracts audiences and presents ideas successfully.
- Exemplary client and vendor negotiation skills; easily connects to all personality styles.
- Strong time management and organizational skills with the critical ability to work well under challenging conditions and complete multiple projects in demanding environments.

### PROFESSIONAL EXPERIENCE

#### Ace Hardware Corporation

*Oak Brook, IL; April 2016–Present*

Contractor: Web Content Consultant

#### Kankakee Community College

*Kankakee, IL; August 2015–Present*

Adjunct Instructor: Intro to Web Design  
(Dreamweaver CC, html5, CSS3)

#### Discoveries Design

*Herscher, IL; 1996–Present*

Proprietor, Graphic Designer, Web Developer

- Provides a wide range of high-end design services to corporate, business and marketing clients in design, production and web development.
- Creates and develops custom, front-end, responsive website solutions, utilizing WordPress themes, html and css; performs WordPress migration; provides site maintenance and regular WordPress and plugin updates; incorporates organic SEO strategies.
- Monitors site performance with google analytics; social media integration; Facebook page management.
- Conceptually designs business collateral, logo and brand image, B2B and retail catalogs and sales support material that meet client objectives and promotes brand awareness and company image.
- Performs entire aspect of design process: page layout, cover design, digital editing, job templates, photo shoot coordination, data processing and delivery of digital ready-to-RIP files to print vendors.
- Manages standard business operations, finances, bookkeeping and invoicing

#### Regency Thermographers

*Hazleton, PA; 1994–1996*

Art Director, Graphic Designer

- Directed photo shoot coordination and stylization, digital editing, production and press approvals.
- Managed design team and typesetters to ensure accuracy and optimal results.
- Designed full-color, direct mail catalogs and assessed design and production of wedding invitation albums and applicable support materials.

#### Eisers/Caldwell Supply Company

*Hazleton, PA; 1988–1994*

Art Director, Graphic Designer

- Performed full-color catalog design and production including dealer/retail-price lists and related materials. Managed entire aspect of design process from concept to press approvals.
- Automated catalog production by implementing digital technologies.
- Eliminated overseas vendors and reduced material and production time, resulting in an annual production cost-savings of 35-40%.
- Graduated to desktop publishing from traditional paste-up techniques, producing exemplary full-color catalog pages.
- Negotiated with prepress and print vendors for pricing optimization.
- Provided trade show support in exhibit design, marketing materials, show coordination and setup.

### Degrees and Continuing Education

BFA in graphic design -  
Iowa State University, 1986  
HTML5 / CSS3  
Dreamweaver  
Photoshop web graphics  
Search engine optimization (seo)  
Flash animation

### Areas of Design Excellence

Web development  
Catalog design and production  
Email marketing  
Logo design  
Brand development  
Digital image editing  
Photo shoot coordination  
Large format design  
Project/design team management  
Business collateral  
Sales support materials

### Program Proficiencies

Adobe Photoshop CC  
Adobe InDesign CC  
Adobe Illustrator CC  
Adobe Dreamweaver CC  
Adobe Flash CS6  
WordPress 4.6.1  
SharePoint 2016  
Microsoft Office for Mac  
Adobe Acrobat Pro DC  
QuarkXpress 6.1

### Awards

Recipient of the 2004 Pewter Award for outstanding catalog design; Sponsored by: Print Media & Printing Impressions. Client: Barhill Manufacturing, Pittston, PA.