

# Kara Gutierrez | Multimedia Graphic Designer

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## PROFILE

*Kara Gutierrez is a seasoned Multimedia Graphic Designer with a decade of experience in revitalizing established concepts. Her passion for problem-solving not only benefits projects but also fuels her sense of accomplishment. Kara has collaborated with B2B Corporations, Advertising Agencies, and worked on single-client creative projects, addressing diverse business needs. As the Marketing Manager and Graphic Designer at The South Bend Civic Theatre, she excelled in creating compelling visuals and conceptualizing intricate designs to capture new audiences. Kara's expertise extends to crafting printed materials, managing high-profile advertisements, and tailoring designs for global audiences. She is proficient in WordPress CMS, CSS, and SEO, she excels in web design and digital marketing. With extensive experience using the Adobe suite, Kara also excels in producing and editing multimedia content. Her background equips her with a versatile skill set and a keen eye for innovative design solutions.*

## EDUCATION

Indiana University, Bachelor of Fine Art in Graphic Design, 2010 | 3.5 GPA

## EXPERIENCE

**Marketing Manager/Graphic Designer | The South Bend Civic Theatre | South Bend, IN March – Sep 2023**  
**Head layout Designer for print and web.**

- Responsible for all printed and digital materials for the Theatre and the Education Department.
- Responsible for email campaigns, using Constant Contact.
- Organized and designed all marketing campaigns, files, photos, lists, and projects to coordinate the implementation of Marketing's best practices.
- Collaborated and served on the Gala Committee Board, advising, planning, and helping produce all deliverables. Including the video for the Gala.
- Managed design for all social media platforms. Redesigned and maintained all updates for the WordPress site.

**Owner/Operator | Kara Gutierrez, [GraphicDesigner411.com](http://GraphicDesigner411.com) | Elkhart, IN April 2016 – Present**  
**Multimedia Graphic Designer for print, video and web.**

- Working with a variety of industries for signage and deliverables.
- Helping small businesses develop an initial brand or a refreshed brand identity, including deliverables for all printing, web, and video deliverables.

**Multimedia Graphic Designer | Sparton Corporation | Schaumburg, IL April 2013 – April 2016**  
**Multimedia Graphic Designer for print, video and web.**

- Responsible for all print and digital materials for the corporate office and all twelve of our facilities.
- Digital design for email, website banners, tradeshow advertisements, intranet icons, logos, animations, and video productions/edits — collaborating with Movéo for videography.
- Working with Marketing Coordinators for tradeshow booth designs for multiple facilities and shows.
- Provided video editing with clips, combining kinetic - typography and audio for various corporate functions and web applications.
- Collaborated with SharePoint developers in the redesigning of our corporate intranet, as well as, our career site and performance management system — ran through Cornerstone in collaboration with all fourteen heads of Human Resources at each facility.

## SOFTWARE

• Adobe 2023 • Illustrator • InDesign • Photoshop • Premiere Pro • Dreamweaver • Muse • Flash • Acrobat Pro  
• Bridge • Keynote • Google Suite • Microsoft Office

## OTHER SKILLS

• Video editing • Flash animation • Email campaigns • Tradeshow booth design • Logo Design and Branding  
• Digital photography • WordPress CMS • WIX CMS • Squarespace • Weebly • Shopify