

**Kara Adema**  
(510) 566-3827

www.karaadema.com  
kmadema@mac.com

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OVERVIEW

**Graphic designer with extensive experience bringing rough ideas to vibrant life within brand guidelines. Excited about creating effective, clear visual communications and developing company brands. Fully versed in print and electronic graphic standards.**

- Concept-driven problem solving skills with a strong sense of typography.
- Created effective e-marketing campaign strategies.
- Organized, direct approach to achieving marketing and design solutions.
- On-time, on-budget project management.

PROFESSIONAL  
EXPERIENCE

**Optoma Technology**

**April 2011 – July 2012**

Creative Services Manager

Managed a small team across a non-stop, heavy workload of projects that supported the Marketing Department and Sales Team for the Americas and Canada. Projects included eblasts, brochures, videos, event design, product packaging, social media support, photography and online materials.

- Managed upwards of 40 projects a month across a small team.
- Designed fresh templates quarterly for a monthly eblast that reached out to both B2C and B2B customers. Extended into 8 versions.
- Reduced printing costs with a new brochure template that captured an extensive list of products along with their technical specifications.
- Designed eye-catching tradeshow booths for E3, InfoComm and CES.
- Introduced new brand guidelines that was extended across all communications.

**Freelance Graphic Designer**

**Jan 2009 – May 2012**

Creative projects include complete e-campaigns, html emails, banner creation, icon development, corporate event branding and execution, and multiple print design projects.

Clients include: Polycom, Autodesk, Comcast, Adept Technology, Mindjet, Full Spectrum, Taleo Corporation, Ozone Online, Pacific Standard Press, Vineyard Printing

**Taleo Corporation – Dublin, CA**

**Jan 2006 – Dec 2008**

Art Director

Supported multiple roles in creative services including art direction, graphic design, print management, fulfillment management and brand 'guardian'.

- Concepted visual themes, designed and managed multiple deliverables for the annual users conference "Taleo WORLD".
- Managed quarterly printing budgets, schedules, and negotiated pricing.
- Designed direct marketing campaigns with multiple elements (print, email, micro-site, tradeshow graphics & tchochkies).
- Directed outside contractors and production assistants on multiple projects.
- Managed the development of a very successful automated online business card ordering website.

**Shawver Associates – Pleasanton, CA**

**2005 – 2006**

Senior Design Associate

Working directly with clients, my responsibilities included writing project proposals, art direction and design. Projects include website design, corporate identities, trade show booth graphics, and trade journal ads.

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**PeopleSoft – Pleasanton, CA**

**2001 – 2005**

Associate Art Director

Designed and art directed direct mail, collateral templates, postcards, brochures, logos and executive level invitations.

- Delivered a collateral template for 38 different industries and managed a team of four production artists to produce these over the holidays in less than two months.
- Established a standard of consistency for 80+ secondary logos that maintained the integrity of the PeopleSoft brand.
- Managed projects from initial client meeting to concept development, client presentation, concept refinement, file release, and press check.
- Effective team skills working directly with clients, project managers, and copywriters, as well as print production and media staff.

**Cal Printing—San Jose, California**

**2000 – 2001**

Layout Production Artist

Managed the digital prepress department preparing files for six-color presses and doing film output for small press work. Worked with high resolution drum scanners.

**Imagery Group—Hayward, California**

**1998 – 2000**

Photography Assistant

Professional industrial photography studio. Assisted in lighting, scene setups, and digital corrections in photoshop.

TECHNICAL SKILLS

Macintosh OSX, Adobe CS5 Suite: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat, Quark 6, MS Office, Lotus Notes, Outlook, HTML, iMovie

EDUCATION

BFA in Graphic Design, San Jose State University  
Minored in Photography