

## Karin Henderson

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*A creative art director with over 25 years experience taking projects from concept to completion.*

## experience

### **KID DESIGNS - FREELANCE** Saugerties, NY

April 2001 - Present

#### **Freelance Designer / Art Director**

##### **CLIENTS INCLUDE:**

##### **The NYC PBA (Police union of NYC)**

Newspaper advertisements, billboards, subway campaigns, posters and *The PBA Magazine*, a quarterly 28-32 page magazine.

##### **Rolex Watch USA**

Invitations, advertisements, billboards, brochures.

##### **Butler Associates (PR firm for the UFA - Firefighters union of NYC)**

Newspaper advertisements, billboards, posters.

##### **American Police Beat Magazine**

Advertisements, invitations, website design

### **ROLEX WATCH USA** New York, NY

September 1995 - April 2001

#### **Designer / Assistant Art Director / Art Director**

Team leader organizing concept, design and completion of a wide range of projects.

##### **MAJOR PROJECTS:**

Designed and produced the annual retail World of Rolex catalog, annual ad campaigns for magazine/newspaper advertisements and billboard campaigns. Designed and produced invitations, brochures, logos, programs and booklets for Rolex events.

### **NEAMCO** Boston, MA

January 1994 - August 1995

#### **Graphic Designer**

Sole designer for a computer supply wholesale distributor. Designed the annual 300 page catalog, monthly tabloid flyers, advertisements, direct mail and trade show exhibits.

### **LEE PUBLICATIONS** Saugerties, NY

September 1988 - December 1993

#### **Production Designer**

Designed in a fast paced environment producing newspaper advertisements. Maintained seven Macintosh workstations, hardware and software.

## awards

1999 - 57th Annual AGC Graphic Arts Awards for the Care of Your Rolex Brochure

1997 - 55th Annual AGC Graphic Arts Awards for the World of Rolex Catalog

## degree

BFA in Graphic Design, June 1993, SUNY New Paltz

## skills

- Over 25 years experience in a Mac environment — troubleshooting and maintaining hardware and software. Proficient in InDesign, QuarkXpress, Photoshop, Illustrator, Dreamweaver and Wordpress.
- Fully competent in color correction and press approvals.
- Airbrush, drawing, pen and ink, sculpture and pottery.

References attached.