

KARIN RICHEY

GRAPHIC DESIGNER

PROFILE

For the past 9 years I have worked delivered high quality print, web, and e-learning graphic design services for non-profit organizations. I am Adobe InDesign certified, majored in communication with film school experience, and excel in creative and technical roles. I am highly goal oriented, driven, ambitious and thrive being a vital part of a team.

CONTACT

510.388.1979

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Castro Valley, CA

EDUCATION

BACHELOR'S DEGREE

Communication
California Baptist University
& L.A. Film Studies Center
2004-2007

ADOBE CERTIFICATION

InDesign
2014

TECHNICAL SKILLS

Photoshop ★★★★★
Illustrator ★★★★★
InDesign ★★★★★
Captivate ★★★★★
HTML ★★★★★
LMS ★★★★★
MS Publisher ★★★★★
MS Word ★★★★★

WORK EXPERIENCE

ELEARNING DEVELOPER

Girl Scouts of Northern California/Alameda, CA/Jul. 2014 – Jan. 2017

- Developed & published dozens of elearning training modules
- Collaborated with subject matter experts to write content & storyboards
- Evaluated, streamlined and optimized user experiences on an ongoing basis

SENIOR ASSOCIATE OF EVALUATION & TECHNOLOGY

First 5 Alameda County/Alameda, CA/Sep. 2011 – Jun. 2014

- Created print & web marketing materials consistent with agency branding
- Developed & maintained www.First5Alameda.org & agency intranet
- Produced mass email marketing campaigns & launched social media presences
- Served as in-house photographer inclusive of event and program photography

DEVELOPMENT DEPARTMENT ASSOCIATE

Bay Area Legal Aid/Oakland, CA/Mar. 2010 – Sep. 2011

- Created print & web fundraising materials
 - Responsible for regular maintenance of BayLegal website
- Created marketing content via client interviews, photography, and drafting written content

PRODUCTION ASSISTANT

Palo Alto Children's Theatre/Palo Alto, CA/Apr. 2009 – May 2010

- Contributed to organization's publicity strategies
- Developed print & marketing campaigns for 10+ children's plays
- Maintained the PACT website and created multiple print publications for PACT classes

ASSISTANT GYM DIRECTOR

The Little Gym/Newark, CA/April 2007 - August 2008

- Second only to owner, with responsibility for managing day to day operations
- Responsible for onboarding new employees and streamlined operations
- Solely responsible for creating and executing new marketing strategies, including forming marketing partnerships with numerous other community organizations & companies

MARKETING INTERN

Focus Features/Burbank, CA/Sept. 2006 - Dec 2006

- Completed various research projects for marketing campaigns
- Produced and distributed scripts to Marketing Department
- Coordinated with 6 marketing assistants on various research and development projects