

Margaret M. Kern

Objective

Use creative abilities to continue to grow in the areas of art and graphic design while keeping up on new design software and innovative techniques to make eye-catching designs.

Accomplishments

- Branded Metro Office Design, (a division of ATD-AMERICAN), designs include logos, icons, site look, ads and marketing.
 - Spearheaded use of CD catalogs for various marketing groups, including Government, Church and School as well as resource tools for dealers.
 - Created a new look for ATD-AMERICAN's 2010 GSA Catalog redesign
-

Professional Experience

ATD-AMERICAN (2005-Present)

Associate Graphic Designer (February 2008-Present)

- Designed Metro Office Design's website
- Created and implemented email campaigns
- Worked in catalog production including page layouts and cover design
- Started and maintained ATD-AMERICAN's social media marketing presence (facebook, govloop, youtube)
- Developed interactive CD Catalogs for various marketing groups (Government, Church, School), as well as dealer resource discs
- Ad design for print and web
- Designed templates for company use including corporate Power Point template
- Retouched, manipulated and optimized images for web and print

GSA Data Tech (February 2005-February 2008)

- Developed naming convention for company's government product with implementation of new database system - Oracle
 - Maintained pricing for government product.
 - Developed website ATD GSA for use as sales resource (simple, quick and easy to navigate)
 - Added and maintained product (images, description and pricing) on GSA Advantage, making ATD-AMERICAN second top-selling company under schedule 71-I (office furniture)
 - Aided in selection of product for ATD's government catalog, pagination and pricing.
-

Computer Knowledge

- Proficient in both MAC and PC
 - Design Software: Adobe CS3/CS4/CS5: Photoshop, Illustrator, InDesign, Dreamweaver; QuarkXpress
 - Other Software: Microsoft Office for both MAC and PC
 - b.Media (content management system)
-

Education

Drexel University (2001-2004) -

- Studied Architecture, Psychology, Photography and Computer Imaging

Memphis College of Art (2000-2001) -

- AP-Art class, separate from school curriculum; students are accepted only through regional portfolio review with final class size of 20 or less

St. Agnes Academy - Memphis, TN (1997-2001) -

- General Education
-

For examples of my work, please visit my website at <http://www.artofmagi.com>
