

# CAROL REIFSTECK

VOICE (815) 426-6220 | CELL (815) 370-3555 | EMAIL [dds@prairieinet.net](mailto:dds@prairieinet.net) | WEB ADDRESS [www.discoveriesdesign.com](http://www.discoveriesdesign.com)

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## FREELANCE GRAPHIC DESIGNER / WEB DEVELOPER

Strong conceptual thinker and visually creative professional with seasoned design experience in the graphic design and web development fields. Delivers exceptional results through innovative design communication that strengthens business brand image. Dynamic team player who leverages talent in web development and functionality, business collateral and corporate identity that successfully communicates content and purpose.

**Bachelor of Fine Arts (BFA) Degree in Graphic Design.**

- Excellent visual communication skills; attracts audiences and presents ideas successfully.
  - Exemplary client and vendor negotiation skills; easily connects to all personality styles and establishes consensus among cross-functional groups.
  - Strong time management and organizational skills with the critical ability to work well under challenging conditions and complete multiple projects in demanding environments.
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## AREAS OF DESIGN EXCELLENCE

B2B and Retail Catalog Design

Print Media/Marketing Materials

Logo & Brand Image

Business Collateral

Email Marketing

Web Site Development

Large Format Design

Digital Image Editing/Optimization

Sales Support Materials

Project Management

Photo Shoot Coordination

Design Team Management

Account Management

File Management

RTR File Prep

## PROFESSIONAL EXPERIENCE

**DISCOVERIES**, Herscher, IL | 1996–Present

*Proprietor, Graphic Designer, Web Developer*

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Provides a wide range of high-end design services to corporate, business and marketing clients in design, production and web site development.

### Achievement:

- Recipient of the 2004 Pewter Award for outstanding catalog design for Barhill Manufacturing, Pittston, PA. Sponsored by Print Media & Printing Impressions.

### Highlights:

- Conceptually designs business collateral, logo and brand image, B2B and retail catalogs and sales support material that meet client objectives and promotes brand awareness and company image.
- Performs entire aspect of design process: page layout, cover design, digital editing, job templates, photo shoot coordination, data processing and delivery of digital ready-to-RIP files to print vendors.
- Creates and develops front-end web site solutions, email blasts, flash animation and graphics; tests and monitors site performance and feedback.
- Manages project acquisitions, standard business operations, finances, bookkeeping and invoicing.

## EDUCATION AND TRAINING

Bachelor of Fine Arts (BFA)  
in Graphic Design;  
Iowa State University

HTML

Dreamweaver CS3

Flash CS4

Photoshop Web Graphics

Search Engine  
Optimization (SEO)

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## FREELANCE GRAPHIC DESIGNER / WEB DEVELOPER

### PROFESSIONAL EXPERIENCE

**REGENCY THERMOGRAPHERS**, Hazleton, PA | 1994–1996

*Art Director / Graphic Designer*

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#### Highlights:

- Directed photo shoot coordination and stylization, digital editing, production and press approvals.
- Managed design team and typesetters to ensure accuracy and optimal results.
- Designed full color direct mail catalogs and assessed design and production of wedding invitation albums and applicable support materials.

**EISERS/CALDWELL SUPPLY COMPANY**, Hazleton, PA | 1988–1994

*Art Director / Graphic Designer*

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Performed full-color catalog design and production including dealer/retail-price lists and related materials. Managed entire aspect of design process from concept to press approvals.

#### Achievements:

- Automated catalog production by implementing digital technologies. Eliminated overseas vendors, reduced material and production time and worked directly with print companies resulting in an **annual production cost-savings of 35-40%**.

#### Highlights:

- Graduated to desktop publishing from traditional paste-up techniques, producing exemplary full-color catalog pages.
- Negotiated with prepress and print vendors for pricing optimization.
- Provided trade show support in design and coordination.

### PROGRAM PROFICIENCIES

Photoshop CS5

InDesign CS5

Illustrator CS5

Dreamweaver CS5

Flash CS5

Acrobat CS5

QuarkXpress 6.1