



KAREN LANG

GRAPHIC DESIGN
ART DIRECTION

EXPERIENCE

FREELANCE GRAPHIC DESIGN, MARKETING, ART DIRECTION MAY 2005 - PRESENT

20+ yrs providing innovative, creative graphic design and art direction for B2B and B2C clients, including Brewer Sewing, Komatsu Mining, Hilton Hotels, Craft and Hobby Association, Travelon, and Home Concepts Magazine.

I deliver print and digital projects from idea through completion that measurably strengthen brands, increase brand awareness and engage audiences.

Clients appreciate my ability to quickly read their needs and deliver polished, on-brand creative solutions with a dedicated, collaborative, easy-going nature and minimal back-and-forth.

SR GRAPHIC DESIGNER AT BREWER QUILTING AND SEWING MAY 2011 - OCT 2012

- Contributed to company re-brand, developing materials including new logo, website and brand standards
- Conceptualized and designed marketing tools including B2B catalogs (ranging from 10 - 700 pages), brochures, digital marketing, social media, print ads, and direct mail, increasing sales and brand awareness
- Created sales support materials for B2B and B2C craft and sewing industry clients
- Worked closely with marketing, purchasing and sales teams to ensure consistent branding across all departments
- Managed printer and vendor relationships to ensure timely, budget-conscious, high-quality print and digital output
- Collaborated with photographers, pre- and post-shoot, ensuring that all photography exceeded company standards. Managed libraries of over 10,000 images
- Monitored industry trends to ensure that all design appealed to target audience

MANAGER OF GRAPHIC SERVICES AT CASTALAIN PUBLISHING JAN 2010 - FEB 2011

- Managed freelance designers, budget and workflow of 24 local publications containing over 500 total ads and direct mail materials
- Provided art direction that elevated the quality and integrity of the publication, contributing to a 22% increase in circulation numbers during my time there
- Created and enforced practices that streamlined creative processes and workflow, increasing the overall productivity of the department while decreasing print and staffing expenses by 20% in one year
- Negotiated outside vendor relationships and budgets to achieve the highest quality end product and meet stringent deadlines

SR. GRAPHIC DESIGNER AT WEEKENDERS USA, INC. APRIL 1999 - SEPT 2005

- Designed and managed creative solutions including fashion catalogs, brochures and digital marketing campaigns for sales reps and customers, contributing to the company's highest sales years, from 2000-2002
- Planned, styled and directed photo shoots with models, provided photo editing, optimization and color correcting; managed photo libraries

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EXPERTISE

Print Design

- Direct Mail Marketing
- Catalogs/Brochures
- Advertising
- Sell Sheets/White Papers

Digital Design

- Social Media
- Email Marketing
- Presentation Design and Pitch Decks

Art Direction

Project Management

Brand Identity

Photo Retouch/Image Editing

Trade Show • Environmental Graphics

TECHNICAL

Adobe Creative Cloud:

- InDesign
- Photoshop
- Illustrator
- Firefly
- Acrobat Pro

Canva

Figma

AI-Enhanced Design (ChatGPT, Claude, etc)

Website Design (Wix Studio, Squarespace, WordPress etc)

Project Management

Platforms (Adobe Workfront, Asana, Trello etc)

Email Marketing Platforms (Mailchimp, HubSpot etc)

Microsoft PowerPoint, Office Suite



WHAT PEOPLE ARE SAYING

*"I have used Karen as my **go-to freelancer at 4 different companies, over 15 years, referred her to many others, and will continue to - she is the best I've worked with!** Her ability to create consistent on-brand, engaging visual designs strengthens the brand identity of my clients across digital, print, and event marketing. Through her marketing and design efforts, the online exposure and **audience engagement of one of my clients increased by more than 300% in one year.** She consistently delivers innovative, creative, high-quality work, collaborates effectively, and approaches every project with professionalism and innovation."*

Catherine Acosta - Digital Marketing Director

*"Karen has successfully developed smart and creative branding and marketing pieces for our company that have refreshed and brought new life to our family of brands - keeping them relevant in a competitive market. While Karen was providing creative services for 3L, we saw an **increase of approximately 60% in brand awareness and recognition** from consumers and **80% increase** amongst our trade audience."*

Kerri Wickersheim - Marketing Director, 3L Corporation

*"Karen was an integral member of our marketing team. Her creativity as a designer and ability to communicate our brand message had a **vital impact on the development of our product lines.** She has a unique talent for taking a concept and translating it into effective design, communicating the brand message in an easy and appealing way for the consumer."*

Mike Mayerck - Director of Sales, Brewer Sewing/Bernina Sewing Supplies

WHY CHOOSE ME?

- + I offer professionalism, deep industry insight and dedication that comes with 20+ years of experience. I know my way around pretty much any situation, and adapt the project accordingly.
- + I combine traditional design skills with modern tools, including AI-assisted workflows, to improve efficiency and creativity while still producing GOOD, CLEAN DESIGN.
- + I work hard, move fast, learn and get up to speed easily. I'm calm, positive, and focused under pressure, bringing a little ease to even the most stressful projects.
- + Every project matters to me - quick updates, everyday production pieces, and major campaigns. Whatever the scope, I bring the same care, energy, and attention to detail.

EDUCATION

The Illinois Institute of Art • Associate of Arts in Graphic Design
Northern Illinois University • Bachelor of Arts Major: Psychology, Minor: Art

KEY ACHIEVEMENTS

ART DIRECTED PHOTO SHOOTS & SUBSEQUENT DESIGN WORK

from shot list creation and styling to final output of print and digital design materials. This included location scouting, styling of both product and models, scheduling, photo selection, Photoshop editing/clean-up, design and production, and supervision of printing process of final print materials.

DESIGNED A RETAIL BRAND

Played an integral role in the development of a retail food brand, assisting in product photography, designing logo, collaborating on packaging, website and creating various printed materials.

WAS INSTRUMENTAL IN NEW PRODUCT LAUNCH

Assisted with focus groups, collaborated in logo design and packaging design, created print and digital ads and landing page. During my engagement, the client reported an approximately 60% increase in consumer brand awareness and recognition.

SUCCESSFULLY INCREASED CIRCULATION BY 22% IN ONE YEAR

Managed workflow of 4 freelance designers creating over 500 ads for 24 publications - improving design aesthetic, streamlining production, and reducing overtime - reducing production costs by 20% and increasing circulation by 22%.

