



Caroline B. Carruba

Graphic Design & Web Artist

Online Portfolio: goldensagecreative.com

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A highly motivated and organized artist with a positive attitude and a diversified background in graphic design, advertising and project management.

Computer Platforms

Mac OS and Microsoft Windows

Proficiencies

- Adobe Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver, Muse, Acrobat
- QuarkXPress
- Microsoft Office: Word, PowerPoint, Excel, Outlook
- HTML, CSS

Limited Experience

- Joomla!
- Adobe Flash and After Effects
- Audio and Video Editing
- AutoCad

Employment History

March 2001 - October 2014: Kroll/Tomas Inc., Houston, Texas **Position: Senior Graphic Designer & Webmaster**

- Advertising campaign concept and design
- Corporate identity packaging
- Website concept, design and maintenance
- Implementing design on supporting collateral such as:
 - Point-of-sale materials
 - ROP advertisements
 - Direct mail
 - Style guides and branding materials
 - Websites, email promotions
 - Social networking pages and ads
 - Apparel design and imprinted promotional items
 - Facility directories and maps
 - Leasing tools
 - Digital presentations and templates
 - Large output graphics & trade show displays
 - Backlit signage
 - Die-cut packaging
 - Special event coordination
 - Manuals, annual reports, forms
- Target market research
- Project management and cost estimation
- Proofreading
- Vendor relations
- IT: maintain web hosting account, setting up emails, firewall updates, cabling, software updates, hardware installation

Employment History

December 2000 – January 2001: Schlumberger/Reed-Hycalog, Houston, Texas

Position: Graphic Designer – Contract

Digital imaging of company images to be used in printed material, trade show displays and presentations.

October 2000 – December 2000: Schlumberger/Reed-Hycalog, Houston, Texas

Position: Graphic Designer - Temporary

- Page layout for company pamphlets and fliers for print
- PowerPoint presentations and templates
- Digital imaging of company images to be used in printed material and presentations
- Taking digital photographs of promotional items and optimizing for web use, creating tables and uploading to website
- Business cards, brochures and mailing labels

August 1999 – July 2000: Adler Team Sports, Euclid, Ohio

Position: Graphic Designer

- Creating original sports apparel logo design for local sports teams
- Creation of fliers for various promotions and other related purposes
- Responsible for trophy plate design and engraving
- Preparing price charts and memos

February, 1998 – August, 1999:

Jencen Architecture, (Richard R. Jencen & Associates), Cleveland, Ohio

Position: Architectural Assistant & Production Manager

- Working with clients and vendors on the formation of material sample presentation boards, updating sample and reference library, packaging and distribution of blueprints
- Organizing flat files and maintaining archives
- Preparation of photo mounts, field survey packages and participation in field surveys
- Maintaining all computer back-up files on CD
- General office errands and routines

Education

2000 – 2002: The Art Institute of Houston

Major: Graphic & Web Design

1998 – 2000: Lakeland Community College

Major: Graphic Design & Multimedia

1993 – 1996: Cleveland State University

Major: Studio Art & Sociology

1990 – 1993: Euclid Senior High School

References furnished upon request.