

Cynthia L. Kramer | Graphic/Production Designer

CONTACT

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PROFILE

Graphic/Production Design | Visual Communications | Digital Multimedia | Branding

- 15+ years of highly successful graphic design and visual campaign delivery for federal and corporate clients
- Propose solutions in concert with creative direction; communicate design decisions to client
- Deliver complex projects on time/to budget and bring my client's vision to life
- Establish graphics responsive to written technical requirements and branding campaigns
- Flexible with decisions, constructive feedback, and juggling projects with changing priorities and challenges
- Develop and execute effective high-end design, branding campaigns, support material in form of infographics, video, charts, graphs and original art
- Public Trust Clearance

CORE STRENGTHS

Graphic Design	Web Graphics and Ads	Prepress and Packaging
Desktop Publishing	Branding and Rebranding	Verbal/Written Communication
Multilingual Localization	Marketing Campaigns	Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat,
Art Production	Multimedia Projects	Dreamweaver, Bridge, Premiere Pro, After Effects,
Image Retouching/Manipulation	Windows/Mac Platforms	Microsoft Office Suite: Word, PowerPoint, Visio, Excel, SharePoint
Video Production/Editing Animation	Project Management	
Infographics	Client Relationship Management	
HTML/CSS and WordPress	508 Compliance	

PROFESSIONAL EXPERIENCE

Graphic/Production Designer, CK Design | Clarksville, MD 2/2000 – Present
Independent Contract and Freelance Graphic/Production Designer | Sole proprietor of CK Design with a Public Trust working with major private and federal organizations—some listed below. Consistently envision, design, produce, and deliver high-quality, compelling, and creative marketing content for diverse public and private-sector clients. Build and grow strong working relationships with a wide range of clients. Practice transparency, deliver to deadline 100% of the time, work collaboratively, prioritize effectively, and bring clients' visions to life.

Effectively apply technical expertise with a wide range of industry tools and applications, including Adobe Creative and Microsoft Office Suite: InDesign, Photoshop, Illustrator, Acrobat, Premiere Pro, After Effects, Dreamweaver, Bridge, HTML/CSS, Microsoft Word, PowerPoint, Excel, Visio, and SharePoint.

Select Major Clients:

U.S. Department of Transportation | Washington, DC 9/2018 – Present | full-time/as needed
Work in Chief Printing and Publications Management Office providing solutions through graphic design. Fabricate new and rejuvenate existing designs using effective, modern, and fresh design. Projects include: brochures, flyers, invitations, posters, banners, and reports. Perform image manipulation and create original art.

U.S. State Department, Office of Language Services | Washington, DC 10/2010 – Present | as needed
Never backing down from a challenge, provide expert multilingual desktop publishing, graphic design, and art production consulting services. Transform English-language documents and supporting art, charts, and graphs into 50+ desired languages, including right-to-left and non-Latin-alphabet (such as Arabic) layouts in support of U.S. foreign policy goals. Often perform image manipulation to provide "clean slate" for translation.

ICF Consulting Group | Rockville, MD

11/2018 – 6/2019 | full-time

Update, format, edit, and produce USAID publications delivered to African countries. Update and format support material in form of tables, charts, and graphs. Work in English, French, and Portuguese.

U.S. Social Security Administration | Woodlawn, MD

5/2018 – 8/2018 | full-time

Converted, formatted, updated, and edited publications into Arabic, Farsi, Vietnamese, and Aramaic; applied agency branding; ensured Section 508 compliance using Acrobat and CommonLook software.

Department of Health and Human Services | Washington, DC

10/2015 – 11/2016 | full-time

As part of the Office of Inspector General team, developed and implemented agency branding. Conceived and implemented new format for large publications presented before Congress. Publications concisely delivered information via interactive PDF and were well-received. All publications 508-compliant. Team member redesigning section of HHS/OIG website making it modern and user-friendly.

Envisioned and created animated graphics for videos and infographics, charts, graphs, and manipulated images for publications. Updated design of agency reports. Found and worked with vendors for special projects.

Nielsen Audio (formally Arbitron, Inc.) | Columbia, MD

9/2007 – 4/2014 | full-time

Delivered professional graphic and production design consulting services. A valuable and versatility team member producing a wide variety of visual communications: advertising (static and animated), brochures, direct-mail campaigns, digital banners for Web and emails, display banners, emails, flyers, infographics, original graphics and support material, PowerPoint/Flash presentations, reports, and white papers. All material kept to corporate branding and guidelines. Client loved that I never backed down to a request or challenge.

Rebranded, converted from Adobe to Microsoft; delivered 200+ documents to deadline for corporate brand transition. Independently produced 46-piece bilingual direct-mail testing campaign.

HCD International | Lanham, MD

1/2009 – 3/2011 | part-time

Planned, designed, and produced various visual materials for government agencies: brochures, booklets, covers, exhibit banners, flyers, postcards, posters, reports, and newsletters—including in bilingual and 508-compliant formats. Increased productivity by 75% by teaching and implementing editing process with Project Managers. Developed efficient procedure to ensure 508-compliance. Found and worked with vendors for special projects.

ENLASO Translations | Columbia, MD and Boulder CO

2/2000 – 3/2013 | part-time/as needed

Provided Localization Multilanguage Desktop Publishing and quality control services: performed layout and formatted English documents and digital art into various languages including: Arabic, Chinese, French, German, Italian, Japanese, Russian, Spanish, and Thai.

Produced and delivered: booklets, candy wrappers, calendars, manuals for large corporate clients, newsletters, packaging, posters, PowerPoint presentations, and reports. Performed quality control.

The Humane Society of the United States | Gaithersburg, MD

2/2000 – 9/2008 | part-time/full-time

Delivered professional marketing and graphic design consulting services to successfully produce: advertising, banners, books, brochures, catalogs, large campaign and event efforts, newsletters, promotional material, and visual support material. On a daily basis juggled large projects with competing priorities. Simultaneously and independently organized, formatted, designed, and produced several large publications and all the support material.

EDUCATION & PROFESSIONAL DEVELOPMENT

M.A., Publications Design, University of Baltimore

B.S., Sociology/Minor in Public Relations, Frostburg State University

Video Production and Editing Courses, Howard Community College

- Video Editing, After Effects, and Video Production

Masters Certificate in Digital Multimedia and Web Design, Johns Hopkins University