

# KAREN WHITBREAD

## GRAPHIC DESIGNER

### CONTACT

@ Karen@KWhitbread.ca

(613) 282.4966

Ottawa, Ontario

### PORTFOLIO

KWhitbread.com

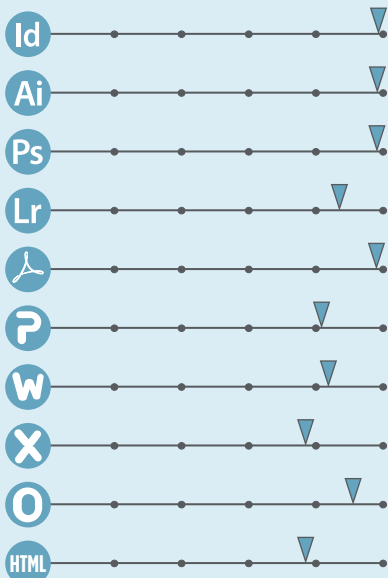
Behance.net/kwhitbread

### EXPERTISE IN PRINT & DIGITAL DESIGNS

- Corporate branding
- Interactive & accessible PDFs
- Web, email & social media
- Infographics & flowcharts
- Advertising & signage
- Typography & logos
- Guides, publications, reports & templates
- Charts, graphs & presentations

### TECHNICAL SKILLS

InDesign, Illustrator, Photoshop, Lightroom, Acrobat Pro, Powerpoint, Word, Excel, Outlook and some HTML



Skilled graphic designer with 18 years' experience including 8 years digital work experience and 4 years of social media management. Leads and contributes to design projects including branding, advertising, web development, and more. Creates visually appealing marketing collateral and promotional materials.

### CAREER PROGRESSION

**Superior Group** (Contracted to Xerox at CMHC), Ottawa  
Graphic Designer May 2016 - Present

**RBC Ottawa Bluesfest & CityFolk Festival**, Ottawa  
Graphic & Web Designer May 2015 - Nov 2015

**Valecraft Homes Ltd.**, Ottawa  
Graphic Designer & Marketing Assistant Apr 2012 - Oct 2014

**Ashley Furniture HomeStore**, Ottawa  
Graphic & Multimedia Designer Mar 2011 - Feb 2012

**Sun Media**, Ottawa  
Graphic & Multimedia Designer Jul 2002 - Mar 2011

**Saatchi & Saatchi Canada**, Toronto Sep 2000 to Aug 2001 / Mar 1997 / Nov 1996  
Junior Art Director and Art Studio Internships

### FREELANCE & CONTRACT WORK EXPERIENCE

**Orienteering Ottawa**  
Promotions and Social Media, (pro-bono) Jan 2016 - Present

**Abundant Living Counselling Group**  
Graphic Designer, Art Director and Copywriter (contract) Sep 2010 - Nov 2010

**Vinbella Winery**  
Web Designer (contract) Sep 2008 - Nov 2008

**Circle J Ranch**  
Graphic & Web Designer May 2005 - Jun 2008

**Canadian Diabetes Association**  
Graphic Designer (pro-bono) Dec 2005

### EDUCATION & TRAINING

Diploma in **Graphic Design** with Major in Advertising, George Brown College, Toronto

Certificate in **Adobe InDesign: Creating Accessible PDFs with PDF/UA and WCAG 2.0**, Eliquo Training & Development, Ottawa

**Dreamweaver & Dreamweaver Advanced**, Algonquin College, Ottawa

**CommonLook** training (Adobe Acrobat Plugging for creating Creating Accessible PDFs)