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Karen Ciocca

Freelance Designer and Illustrator

June 2014 to PRESENT

As an analog and Digital Artist, I use my Fine Art and technical skills to help businesses build their brand. My years of experience as a package designer, illustrator, graphic design specialist, and WordPress web designer enables me to create a beautiful, yet functional cohesive presence for companies both online and in print.

I work well independently and with a team to brainstorm and provide creative solutions for any marketing project, with an emphasis on project management and art direction.

Recent Client List: All-Star Property Management, Anam Cara Holistic Center, Bigelow Tea, Haynes Materials, Quarry Walk, Haynes Development, Alden Image, Women's Health Care LLC, Peralta Design, Bachand & Bachand, K1 Medical Technologies, Wallingford 12 Months of Giving, Defined Design LLC., Comp Design, Wallingford Make-a-wish, The Studio Eye, Maltose Express, Veracious Brewing, Christian Life Fellowship, Demartino Farm, Productivity Design, Connecticut World Service Radio, Eddy's Bake Shop, Johnny Fox, Tokens of Antiquity Jewelry, Arrow Printers.

Recent work included - Website development, retail signage / logo design, social media graphic design and concepts. brochure redesign, Photoshop retouching and rendering, video creation, digital illustrations, photography, truck back signs, trade show graphics, collateral and retail posters, banners etc.

Productivity Design Shelton, CT — *Creative Manager*

August 2008 - June 2014

Productivity design builds custom databases for medical manufacturers. My role as the Creative Director was to create the user interface for these systems and any graphic elements needed. Creating tutorials in Camtasia. I also created WordPress websites for small businesses. Providing any graphic design materials needed working directly with the client.

Barbeau Hutchings Advertising Shelton, CT — Art Director | Designer

August 2006 - August 2008

Creating all marketing materials for our B2B Clients including trade show graphics, websites and web banners, magazine ads and direct mailers. Working directly with the clients such as ZEISS, GT Solar and Chomerics. Creating the best solutions for their needs. Performed press checks.

Pilot Pen Trumbull CT — Package designer | Graphic Designer

SKILLS

Adobe Creative Suite
Photoshop
Illustrator
Indesign
Microsoft Office
WordPress
CSS & HTML
Premier Pro
Camtasia
Keynote or PPT
Database UI Design
Web Design & Website SEO
Wordpress Sites
Flash Movies
Client Interactivity
Art Direction
Collateral Logo Design
Package Design
Trade Show Panels
Mechanical Production
Team Management
Photography
Photo Shoots
Photo Stylist
Photo Retouching
Press Checks
Mechanical Production
Prototype Design
Prototype Comps
Product Design
Digital Illustration
Painted Illustrations
TV Commercial Concept
Conceptualizing

EDUCATION

Sacred Heart University 1981~1984
BFA Graphic Design and Illustration
Moore College of Art 1980~1984
Member of AIGA

August 2000- August 2006

Package and logo design for new product launches and update or redesign of older packages. Mechanical Production. Comps. Helped create CD Catalog using Flash and PDF files. Create graphics for online sell sheets and newsletters, button and rotating gif illustrations and Flash movies for the web site. Design of collateral materials, sell sheets, wholesale outlet babs, displays, corrugations, brochures etc. Designed banners for trade shows. Illustrated realistic new pen products for use in printed material or product design. Digitally photographed elements for new sell sheets or ads. Directed photo shoots. Conceptualized the Namiki pen ads for Pen World Magazine. Performed press checks.

Won an award from Graphic Design USA for the Q7 package design. Conceptualized the national Pilot TV ad that ran during the tennis tournament.

Comp Design Bridgeport, CT – Package | Graphic Designer | Art Director

On and off for 20+ years as a full time artist and freelance artist Illustrator and Package Designer. Creating retail branding, packaging and P.O.P. material for companies like Bigelow Tea, Land-O-Lakes, Bri-Al Imports, Carr's crackers, and Steiner foods. We also did packaging, brochures, corporate identity, sell sheets and catalogs for many smaller companies. Design work and comp work for various projects, art directed photo shoots for the Steiner food catalog and Bigelow Tea, acting as a food stylist as well. Many projects incorporated my illustrations both hand and computer rendered for printed material. Performed press checks.

