



## Skills

ART & CREATIVE DIRECTION

+

BRANDING & MARKETING

+

USER INTERFACE DESIGN

+

USER EXPERIENCE DESIGN

+

FILM & AUDIO PRODUCTION

+

DIGITAL & PRINT ADVERTISING

+

INSTRUCTIONAL DESIGN

## Tools

PHOTOSHOP | ILLUSTRATOR

+

PREMIER PRO | AFTER EFFECTS

+

INDESIGN | SKETCH | ANIMA

+

ABSTRACT | ZEPLIN | INVISION

+

SQUARESPACE | WORDPRESS

+

KEYNOTE | POWERPOINT

+

FACEBOOK ADVERTISING

+

GOOGLE ANALYTICS

+

TECHNICAL DRAWING

+

PAINTING | PRINT | SCULPTURE

# KARLEE GOODWIN

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## Education

**The School of The Art Institute of Chicago (SAIC) | Chicago, IL ◦ 2016**

Bachelor of Fine Arts with emphasis in Digital Media / Merit Scholarship

**Cranbrook Schools | Bloomfield Hills, MI ◦ 2012**

## Experience

**FREELANCE DIGITAL DESIGNER | The Mars Agency | Detroit ◦ 2019 - 2020**

- + Designed and produced digital designs for a key CPG client - Walmart Canada, including a wide range of vendors from E3 Gaming, Mattel Inc. and Google.
- + Worked directly with client and vendors to coordinate cohesive digital advertising campaigns to meet fast deadlines and quick turnaround.
- + Completed hundreds of digital production assets by understanding specs and requirements for website, email, OLA/banners, mobile, and social.

**ART DIRECTOR | Doner | Detroit ◦ 2018 - 2019**

- + Responsible for visioning, directing, and editing numerous television commercials by leading storyboard development, film and audio production, digital animation and on-site cast direction.
- + Implemented effective social advertising campaigns through User Interface Design, Graphic Content Creation and Creative Advertising Collateral.
- + Produced effective marketing materials for multiple Fortune 500 clients such as Hollywood Casino (Penn National Gaming), Owens Corning, McDonald's and Smithfield Foods

**ASSOCIATE ART DIRECTOR | Ascape Audio | Detroit ◦ 2017 - 2018**

- + Produced and directed product videos, product and model photo-shoots, set designs, and digital content as marketing collateral leading to over 70k direct to consumer sales.
- + Effectively Designed, A/B tested and monitored the cost performance of numerous physical and digital social advertisements, website design performance and crowdfunding campaign narratives.
- + Worked with team on 3D exterior designs of various consumer electronics and audio product to drive consumer appeal.

**FREELANCE ART DIRECTOR | Plan B (Agency) | Chicago ◦ 2016**

- + Designed engaging client pitch decks, produced photographic and film collateral, and lead the design of social media advertisements for multiple companies throughout the region.
- + Lead UX strategy and UI design for multiple websites, social media blasts and banner ads for a number of clients including companies such as McLaren, Jerr-Dan, and Kalamata Olive.

**ART DIRECTION INTERN | Doner | Detroit ◦ 2015**

- + Sorted, selected and analyzed purchase orders, edited stock photos and worked on post production for original content.
- + Collaborated with Art Directors and Creative Directors to produce design work for clients such as Highmark Health, Cox Communications, and Chrysler.