

Karla Larios

Jane-of-all trades Graphic Designer, Enhance profitability and maintain brand consistency by effectively designing and project managing.

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EXPERIENCE

Eby-Brown, Naperville, IL — *Graphic Designer*

SEPTEMBER 2018 - FEBRUARY 2022

Designer for a small in-house marketing team in the food distribution business. Design lead and project manager for company in-house events, Ranging from 100 people to over 10k. Worked on NACS, Vendor Showcase, and Expos along with many other events. Provide also internal support on catalogs, advertisements and collateral support for the sales team.

Performance Health, Warrenville, IL — *Contract Graphic Designer*

APRIL 2017 - MAY 2018

Lead on creating brand standards for instructional sheets, literature and brochures. Organized the creative server structure for consistency and implemented an efficient file naming standard for over 1k documents. Project managed an e-commerce initiative by retrieving and preparing over 6k product digital assets.

Production Resource Group, Buffalo Grove, IL — *Shop Technician*

MAY 2016 - APRIL 2017

Maintain, configure for orders, check-in, clean and generally maintain the Company's equipment resources in the warehouse. Perform general maintenance and repair of rental equipment such as lighting, grip, power distribution bringing equipment up to factory specification before returning to stock. Scan equipment barcodes and enter equipment quantity count when performing check-out or check-in task. Organize and maintain Warehouse facilities, and re-stock equipment correctly according to standards set forth by the depot. Participate in cross training as assigned and provide assistance and guidance for related work when necessary.

Fromm International, Mt. Prospect, IL — *Graphic Designer*

DECEMBER 2004 - OCTOBER 2015

Served as in-house designer, facilitating execution of packaging design, sell-sheets for promotions, yearly product catalog and product mock ups. Assisted in project management, assisting in maintaining even work flow and problem solving. Supported marketing team in research and forecast trends from the fashion industry to help in promotions.

SKILLS

InDesign
Illustrator
Photoshop
After Effects
Adobe Pro
Word
Excel
PowerPoint
Keynote
WordPress

BACKGROUND

Brand Identity
Research and Forecasting
Packaging Mock Ups
Project Management
Event Management
Product Development
Brochure Design
Photoshoots
Budget
Sourcing

LANGUAGES

Spanish

EDUCATION

Dominican University,
River Forest, IL
— *BA in Graphic Design*

SEPTEMBER 1999 - MAY 2004