



roxanne koranda

CREATIVE EXPERIENCE

- **Print:** advertising, brochures, corporate identity, cups, logos, newsletters, packaging, posters
- **Fine Arts:** drawing, painting, photography, printmaking
- **Digital:** illustration, photo retouching, web design

PROFESSIONAL EXPERIENCE

Graphic Designer

Chrysalis Design Works, Madison, WI January 2008–Present

- Successfully created new design themes for clients. Collaborated with creative team to brainstorm marketing ideas. Produced computer-generated artwork for marketing and promotional materials. Responded to clients' feedback.

Key Achievements:

- Developed a new identity for various clients including the Diabetes Healthy Living Group, USF Consultants, Attorney Susan P. Hutton, Quality Customs, and The REDI Clinic.
- Designed the layout for the future Fitchburg, WI Chamber of Commerce website

Graphic Designer

National W Club, Madison, WI February 2007–January 2008

Created new design themes for various internal marketing and promotional materials.

Prepared documents for print. Designed icons and banner ads for the organization's website.

Key Achievements:

- Designed a digital billboard displayed at the Dane County Regional Airport.
- Managed production and layout for three issues of the organization's 12-page newsletter.
- Designed a 32 oz plastic cup of which 80,000 copies were printed for use at athletic events at the Kohl Center in Madison, WI.

Freelance Graphic Designer

Various, October 2004–Present

- The Henry Vilas Zoological Society
- *The Edgewood Review*
- Wisconsin Professional Employees Council
- Chicago Alternative Phonebook
- William H. Young Center for Global Education at Edgewood College
- Friends of Lake Wingra

Designer for Sponsored Class Project

Starbucks Coffee Company, Seattle, WA January 2007–May 2007

Created concept sketches involving historical coffee cities based on feedback from the corporate headquarters. Adapted sketches into designs for coffee mugs.

EDUCATIONAL BACKGROUND

Bachelor of Science in Graphic Design, Minor in Art

Edgewood College, Madison, WI

- **GPA: 3.98 on a 4.0 scale**

TECHNICAL PROFICIENCY

- **Platforms:** MAC OS X, Windows Vista/XP
- **Applications:** Adobe CS3 (Illustrator, Photoshop, InDesign, Dreamweaver, Flash); MS Office (Word, Excel, Powerpoint, Publisher, Outlook)