



# CYNTHIA KRAMER

## CREATIVE TECHNOLOGIST

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**See Samples of My Work** [www.ck-design.info](http://www.ck-design.info)

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## ABOUT ME

I adore the art of design and publications. My varied background has given me solid footing as a true Creative Technician; a one-stop-shop. I enjoy creating projects—personally taking them through all the stages, from concept to the final piece. I thrive in situations where multiple projects are ongoing and tight deadlines must to be met. I love a challenge and have an ongoing passion to learn new design techniques along with exploring the latest in graphic software. Clients love my excellent communication skills and great appreciation for working within a team-oriented environment. I also excel working independently. I feel that with my skill-set, along with my commitment and drive, I would make a valuable asset to your team.

## WORK EXPERIENCE

### **Localization Production Specialist: DTP & Art Production (Contract)**

State Department of the United States Language Services  
12/2010–present Clearance: Public Trust

### **Production Designer Specialist (Contract)**

Nielsen Audio (formerly Arbitron Inc)  
9/2007–4/2014 (full-time 2011–2014)

### **Marketing Graphic Designer (Contract)**

The Humane Society of the United States 2/2000–9/2008

### **Graphic Artist | Desktop Publisher | Production Specialist**

Other clients include:

- T. Rowe Price, Inc. 10/2008–7/2013
- ENLASO Translations 2/2000–3/2013 (part-time until 2005, then as needed)
- HCD International (Government Contracts) 1/2009–3/2011 (part-time)

## EDUCATION

**Masters Certificate in Digital Multimedia and Web Design 2010**  
Web Design, Flash and 3D Modeling Johns Hopkins University

**MA Publications Design** University of Baltimore

**BS Sociology / Minor in Public Relations** Frostburg State University

## SOFTWARE SKILLS

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Flash
- Dreamweaver
- Microsoft Word
- PowerPoint
- Excel
- HTML & CSS
- 508 Standards

## GRAPHIC DESIGN & DTP SKILLS

- Conceive and create effective and appropriate designs on a variety of media using extensive background and knowledge of design, printing, color and typography while supporting corporate guidelines and branding.
- Generate designs for a variety of marketing and advertising materials ranging from ads, banners, brochures, direct-mail, newsletters, promotional and trade show materials.
- Prepare documents correctly from the beginning, saving in time and budget during edits, redesign and on press.
- Work closely with both staff, clients and external vendors. Interact with departments to ensure quality materials.

## PRODUCTION ARTIST SKILLS

- Prep Images: scanning, research and placement, retouching, image manipulation, color correction and prep images for web.
- Create original art, web banners, forms, graphs & charts.
- Have knowledge of publication specs such as live, trim, bleed, dpi, color mode and adjust as necessary.
- Production artist with a design eye, performing: creation, redesign, layout changes, updating, rebranding, text revisions, scaling, cropping, repositioning, pagination, and create spec sheets.
- Conduct pre-flight and technical integrity checks files, including final review of file specifications and ensuring adherence to standards of department and vendors. Package and deliver files as needed. Check proofs and BlueLines.
- Hands-on packaging comping / prototype assembly and presentation material assembly.
- Assist staff with quality control, creative solutions, feedback, troubleshooting, and consulting with clients and vendors.

## MULTI-MEDIA SKILLS

- Create and edit PowerPoint presentations and animations.
- Create static and animated web banners and .gif web ads using Photoshop and Flash.
- Working knowledge of HTML and CSS.
- Edit and create corporate emails using templates; use ExactTarget.com for mass delivery.

## LOCALIZATION SKILLS

- Provide multilingual DTP services in both Roman and non-Roman alphabets, including right-to-left layouts.
- Localize graphs, charts and art using Illustrator and Photoshop. Perform photo editing to “erase” the English, creating a clean slate for the translation.
- To date, worked with 50+ languages. Consistently: Arabic, Chinese, Japanese, Korean, Portuguese, Russian, and Spanish.