

KAREN SWENAR

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Strategic graphic design & project management leader. Expert in driving high-quality, on-brand solutions with streamlined, cost-effective workflows.

WORK EXPERIENCE

Art Director & Project Manager

Dreamscape Media, LLC • March 2020 - Present

- Directed and mentored a team of more than 10 designers and freelancers, fostering professional growth while ensuring seamless collaboration and high-quality output.
- Contributed hands-on to design projects, stepping in to execute deliverables when necessary to meet tight deadlines or ensure superior results.
- Sat on the leadership board, contributing to high-level strategy and decision-making for the company's vision and growth.
- Managed the negotiation of publishing art rights and oversaw the production of marketing materials, pitch decks, presentations, conference booths, and event giveaways.
- Led a comprehensive corporate rebrand, aligning visual assets with updated brand values to improve brand perception across all communications.
- Re-engineered cover design workflows to significantly reduce time and costs, improving quality and consistency.
- Developed an all-in-one conference hub to streamline collateral management, with dynamic estimation, order tracking, and analytics tools for better planning and budgeting.
- Designed and implemented a pitch deck creation system to increase efficiency, maintain brand consistency, and deliver polished presentations critical to closing high-level deals.

Graphics Lead

Midwest Tape & Hoopla • 2008-2020

- Supervised a team of 6 designers and technicians, creating optimized workflows to improve department efficiency and meet production goals.
- Coordinated logistics with internal and external stakeholders, ensuring seamless asset transfers and adherence to branding standards.
- Standardized publisher artwork for audiobook branding, maintaining strict quality controls and consistency across product lines.

Interactive Media Designer & Online Editor

Anderson Independent-Mail • 2003-2007

- Led a website redesign recognized as "Best Newspaper Website in SC" by the South Carolina Press Association, significantly improving user engagement and brand presence.
 - The Anderson Independent-Mail has since been acquired, and its website has been changed.
- Managed all online content, special section publications, and client web projects, enhancing the paper's digital strategy and service reach.
- Produced multimedia content to enhance storytelling, including videos and interactive graphics, supporting key editorial initiatives.
- Trained team members in web management practices, improving team efficiency and content quality.

EXPERTISE & FOCUS

- Strategic Project Management & Leadership
- Brand Development & Rebranding Initiatives
- Creative Direction & Visual Storytelling
- Hands-On Graphic Design & Visual Execution
- Mentorship & Team Development
- Cross-Functional Team Collaboration
- Client & Stakeholder Communication
- Workflow Optimization & Automation
- Budget Management & Cost Control

SKILLS

- Creative Software:
 - Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, After Effects, Acrobat)
- Graphic Design Techniques:
 - Layout design, typography, photo editing, branding, and illustration
- Data Analytics:
 - Google Analytics, HubSpot, Microsoft Excel
- Project Management Tools:
 - Jira, Airtable
- Content Management Systems:
 - Airtable, WordPress, Squarespace, Drupal
- Email Marketing:
 - Mailchimp, HubSpot, Constant Contact, Salesforce Marketing Cloud
- Web Design & Development:
 - Figma, HTML, CSS, basic JavaScript, Webflow
- Presentation Tools:
 - Airtable, Microsoft PowerPoint, Google Slides, Canva
- CRM & Marketing Automation:
 - Salesforce, HubSpot

EDUCATION

Bowling Green State University

Graphic Design &
Project Management