



# CAROLINE KJOS

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PORTFOLIO  
carolinekjos.com



## EDUCATION

- September 2011—June 2013  
**Master of Fine Arts in  
New Media Studies**  
(Human-Computer Interaction  
Focus)  
DePaul University  
Graduated with Distinction
- August 2004—May 2008  
**University of Illinois Chicago**  
Bachelor of Fine Arts in Graphic  
Design  
Graduated Magna Cum Laude  
and with College Honors
- January 2007—May 2007  
**Hochschule für Gestaltung  
und Kunst**  
(Graphic Design Focus)  
Luzern, Switzerland

## SKILLS

- MAC and PC Platform proficient
- Adobe CC (AfterEffects, Illustrator, InDesign, Photoshop)
- Microsoft Office
- Final Cut Pro
- WordPress
- Drupal
- HTML
- CSS
- User Experience
- Wireframing
- Social Media Management
- Spark AR Studio
- Google Analytics

## AWARDS

- November 2010  
Guerrero Howe Custom Media  
Employee of the Month
- July 2011  
Guerrero Howe Custom Media  
Employee of the Month
- May 2012  
Guerrero Howe Custom Media  
Employee of the Month

## PROFESSIONAL MEMBERSHIPS

- 2008—Present  
American Institute of Graphic Arts,  
Member

## EXPERIENCE

- **Creative Director and Digital Manager**  
University of Illinois at Chicago (June 2015—Present)
  - Spearhead visual identity for College of Business Administration, consistent with university brand standards, and support all college units in incorporating the college's visual identity in all forms of communication, including printed annual reports, recruitment view books, fliers, digital signage and event invitations, and more
  - Author and build new designs 3 college websites and 4 e-newsletters
  - Execute campus-mandated web strategies while implementing best practices and ensuring accessible compliance on all websites
  - Conduct focus groups of website users and analyze responses to implement site improvements
  - Maintain 3 college websites
  - Manage, create and implement content such as static and animated graphics and filters for Facebook, Instagram and Twitter
  - Plan and manage marketing photo shoots
  - Delegate and direct projects to student workers
- **Senior Marketing and Advertising Designer**  
Modern Luxury (June 2012—2015)
  - Create advertisements for clients in more than 30 publications
  - Design printed marketing collateral and digital advertising for markets in more than 15 different cities
  - Author microsites, landing pages and website for entire company based off wireframes
- **Graphic Designer**  
Guerrero Howe Custom Media (June 2010—June 2012)
  - Blend type and images for B2B magazines in preparation for print and digital formats
  - Craft in-house print and digital advertisements
  - Maintain websites for magazines and corporate site
  - Consult with creative director and designers as needed
- **Production and Graphic Design Intern**  
Today's Chicago Woman Magazine (January 2010—June 2010)
  - Edit images appearing on website, in advertisements and in magazine
  - Collaborated with Associate Publisher on page layouts, as well as other marketing materials
  - Assist with photo shoot planning and execution
- **Graphic Designer**  
Lookingglass Theatre Company (April 2008—June 2010)
  - Create promotional materials for upcoming performances including street banners, brochures, printed advertisements, interactive splash pages and online advertisements