

Karen Hite

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BACKGROUND SUMMARY

Experienced and accomplished art director, graphic designer, illustrator and web designer who gained hands-on knowledge of business management and client relationship skills through the start-up and ownership of two successful small businesses.

QUALIFICATIONS

Twenty-six years of experience as a professional art director, graphic designer, illustrator, fine artist and web designer gives me a heavy marketing, communications and creative base. Nine years as a successful personal fitness trainer gives me exceptional personal sales and interaction skills. I am high-energy, self-motivated and a fast learner, proven by my ability to conceptualize, create and successfully operate two businesses of my own.

I am an expert with QuarkXpress and print media. I use Adobe's Creative Suite 4 programs including PhotoShop, Illustrator, Dreamweaver, Flash, InDesign and more. I am an expert with a Macintosh, but I also use a PC.

EDUCATION

Art Institute of Pittsburgh 1974-1976

Associates Degree in Visual Communications

Honors Graduate QPA: 3.9

Merrill-Milai-Stanley Scholarship Award winner for outstanding performance.

Fields of Study: Visual communications, advertising design, production.

Indiana University of Pennsylvania

1973-1974

Fine Arts Student

Fields of Study: Art, design, illustration and teaching.

I am a certified web developer.

EMPLOYMENT

1983-present, Owner, Hitek Graphics (initially named Hundermark Design)

Freelance graphic designer, art director, illustrator and web designer

Accomplishments include:

- Obtaining and maintaining a client base of up to 20 clients at one time.
- Working with marketing materials and data to conceptualize multi-level marketing campaigns.
- Designing successful advertising tools that make my clients come back to me for more.
- Having a knowledge base that allows me to successfully bridge the gap between design and final production.
- Breaking into Web design when it first became a marketing tool.
- Staying on the cutting edge with my technology and skill sets, making me a full-service advertising source.
- I can do everything from concept through final production of each

piece of a multi-level, multi-media ad campaign – for numerous clients simultaneously.

View a portfolio of my samples by clicking on the following link, or typing it into your browser. Your browser window may be blank for a moment while the document downloads. If you are unable to access the “speaker” or the “bookmarks” that I have built into the pdf, save the download to your desktop, and then open it from within Adobe Acrobat. <http://www.hitekgraphics.com/portfolio/khiteportfolio.pdf>

I have also placed two video clips online that I edited and produced for my training web site. That is me featured in the clips. They should give you a good idea of my communication skills, as well as show you that I can create videos. If you do not have QuickTime on your computer, click here to get the free player:

<http://www.apple.com/quicktime/download/>

Here are the links for those video clips:

<http://www.hitekgraphics.com/portfolio/abstoestoceiling.mov>

<http://www.hitekgraphics.com/portfolio/howtousemysite.mov>

Here are two web sites that I designed and created entirely by myself:

<http://www.hitektraining.com/> <http://www.hitekgraphics.com/>

2001 through present day, Owner, Hitek Training

I started this business myself, and currently operate it part-time. I am a certified Master Personal Fitness Trainer.

1981-1983, Art director, Ketchum Advertising

Accomplishments include:

- Conceptualizing multi-level advertising campaigns for Fortune 500 companies as well as for medium-sized businesses in metropolitan Pittsburgh.
- Working with focus groups, strategic marketing plans and account service groups to identify target markets, and then delivering specific marketing messages to them.
- Tracking and evaluating the effectiveness of the advertising campaigns I developed.
- Creating storyboards for television commercials and layouts for ad campaigns for not just my own clients, but for other profit centers within the agency.
- Art directing projects for a constant base of 10-20 clients.
- Selecting, contracting and controlling outside suppliers.
- Setting up and staying within budget parameters.
- Presenting creative concepts to groups both small and large – internal as well as external client presentations.
- Traveling to New York and Washington offices to direct projects in those areas.

1978-1981, Art director/designer/illustrator, Robert Moreau, Inc.

1977-1978, Designer/layout artist, Aubrey Lee Associates

1976-1977 Layout artist/keyliner, Colopy Dale, Inc.

REFERENCES

Provided upon request.