

# Karen Coughlin

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**The Truth About Nursing**  
Senior Designer

Website redesign including content management system, development of new launches, outreach in both web and print to educate the public, patients and medical professionals..

**Interactive42**  
Creative Director

**Creative Business Solutions:** Branding, web design and maintenance, social media, educational game design, print materials, including booklets, catalogs, brochures, displays, posters, invitations, programs, flyers, stationery, charts, graphs, exhibits promotions, signage, software consulting, and training.

**Towson University**  
Adjunct Professor  
Five years  
Towson, MD

**Courses taught:**

**Digital Concepts:** Graphic concepts from type and image integration, creative and innovative concept development, use of InDesign, Illustrator and Photoshop.

**Graphic Design 1:** Fundamentals of visual conceptualization, type and image integration, creative and innovative concept development.

**Harford Community College**  
Graphic Designer  
Six months  
Bel Air, MD

Print and web-based projects, catalogs, brochures, advertising, promotional material and social media. Primary responsibility for multiple projects across several college departments as well as community partners.

**University of Baltimore**  
Adjunct Professor  
Four years  
Baltimore, MD

**Courses taught:**

**Graphics for Game Design:** Basic character development and illustration techniques.

**Internet–Mastering the Basics:** Building websites from the ground up with HTML5 and CSS.

**Computer Graphics–Publishing:** Page layout/design, layout and presentation software for print and web and use of Word Press.

**Rodale Press**  
Book Designer  
Five years  
33 East Minor Street  
Emmaus, PA 18098

Managed book projects from start to completion. This included working with the editor to create a design concept, carrying out the design, reviewing illustrators' portfolios for the selection process, negotiating agreements based on budget requirements, tracking the project and hundreds of pieces of art, selecting photos, and setting up and art directing photo shoots. Acted as on-press representative for two- and four-color books. Tracked expenses to ensure that budgets were met. Trained and mentored other employees in computer design and production procedures.

**Carol Publishing Group**  
Book Designer  
Five years  
600 Madison Avenue  
New York City

Designed projects included book covers and interiors, promotional material, catalogs, brochures, T-shirts, logos, advertising, and direct marketing ads. Managed employees and freelancers on catalog and book projects. Responsible for the printing of catalogs, posters, two- and four-color books.

current

past

DESIGN

# client list

# education

# DESIGN

**Hamptons by the Water**

Brand Design: logo, print, and marketing material.

**Todd Oppenheim**

Brand Design: website, promotional material and maintenance of website for political campaign.

**ESD Associates**

Brand Design: website site and print material.

**Peabody Institute of  
The Johns Hopkins University**

Exhibit Design: *Celebrating 100 Years of Dance.*

**Urban Design**

Brand Design: website and print material.

**Roland Park Pool**

Website Design and T-shirts.

**Country Mtn. Corp**

Brand Design: web design and construction, promotional material and maintenance.

**Jones VanValen Importers  
& Exporters**

Brand Design: web design and construction, promotional material.

**Pospisil Real Estate**

Web design and construction and maintenance.

**Disability Benefits Inc.**

Brand Design: logo and print material.

**University of Baltimore**  
Baltimore, MD

Master of Fine Arts  
Integrated Design

**School of Visual Arts**  
New York City, NY

Bachelor of Fine Arts  
Advertising/Graphic Design

**Centro Panamericano  
de Idiomas**  
Monteverde, Costa Rica

Spanish Language Immersion Program

**Awards**

Book covers and marketing material published in both *Print* and *Graphis* design annuals.

# DESIGN