

Kari Tran, BAa

76 Lorna Rae Blvd. Toronto, ON M1V 3S6
P (416) 335-8884 e-mail: kari23@sympatico.ca

OBJECTIVE

To work freelance, part time or contract in a creatively challenging work environment while implementing my production and graphic design skills.

QUALIFICATIONS SUMMARY

Dedicated individual with 4 years experience specializing in production & graphic design with a Marketing Communications background, who possesses creativity and excellent interpersonal skills. Strengths include: a team player who can also be individually motivated, the ability to manage several projects simultaneously, work efficiently, meet deadlines and produce results.

Proficient in: Adobe Photoshop, Quark X-Press, Adobe Illustrator, Microsoft Word & Excel; Macintosh and PC platforms.

EMPLOYMENT HISTORY

04/00-10/01
Umbra Ltd.

Graphic Designer & Production Artist

- Graphic design; packaging, and print media from conceptual stage, production to final product
- Overseas correspondence, project management, and implementation of departmental systems
- Provide graphic design direction and training to students and junior graphic designers

01/00-04/00
Big Time Watch Corporation

Product Marketing and Production Coordinator

- Coordinate and communicate product development
 - Creative evolution of product and packaging design
 - Layout, design and production of sell sheets
- (Departed due to company relocation)

07/98-01/00
Swissmar Imports
Swiss Peak Ltd.

Marketing Coordinator

- Organize marketing/advertising tasks and schedule resources
- Monitor project time lines and administrate corrective action as required
- Conceptualize, develop and implement promotional visual material
- Institute cost analysis for distribution of final product
- Develop packaging, advertising, catalogues and private label programs


12/97-07/98
NIKE Canada

Apparel Department Assistant

- Coordinate and organize reference material and maintain custom data base
- Interpret seasonal forecasts, create fashion story boards and internal manuals
- Organize and maintain sample room

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EDUCATION

1994-1998 **Ryerson Polytechnic University**, Toronto

- **Bachelor of Applied Arts - Marketing Communications**

1989-1993 **Brother André Catholic High School**, Markham

- Ontario Secondary School Diploma

ACHIEVEMENTS

- 1998 School of Fashion 4th Year Marketing Representative
- 1997 Canada's Year of Asia Pacific; Fashioning Textiles – Project Assistant
- 1997 McGregor Hosiery Mills Competition - 2nd place
- 1997 Mass Exodus "Breathe" (Fashion Show) - Director
- 1995 History of Design Study Tour England, France & Italy
- 2002 Gems of Hope Volunteer

GENERAL INTERESTS

- In-line skating, swimming, snowboarding, & sewing

Reference & Portfolio available upon request