

KYLE CARASSO

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QUALIFICATIONS

Experienced multimedia designer with a Digital Graphic Design degree and 12+ years' experience directing print and web marketing campaigns for corporate clients. Adept in project ideation and conceptual development with strong management, communication and leadership skills.

EXPERIENCE

Courageous Hearts Youth Services, Los Angeles CA **September 2014 - October 2015**
Graphic Designer and Executive Assistant

- ▶ Managed & directed company wide reorganization and marketing shift for Courageous Hearts youth Services.
- ▶ Created two Wordpress websites for 503(c) nonprofit. Courageoushearts.com & Courageoushearts.org
- ▶ Managed day to day operations in CEO's absence for 3 months.
- ▶ Produced all company wide materials for seeking funding & grants. (fliers, mailers & pamphlets)

Peace Theological Seminary & College of Philosophy, Los Angeles CA **July 2012 - September 2014**
Graphic Designer and Production Artist

- ▶ Directed, scheduled and produced company-wide marketing projects & mailers.
- ▶ Redesigned, managed & migrated MandevillePress.com to new wordpress site for in-house maintenance.
- ▶ Oversaw & managed the creation of educational content for PTSWisdom.org (Moodle based online curriculum).
- ▶ Produce all curriculum based materials for Masters & Doctorate programs.

The David Allen Company, Ojai CA **October 2005 - August 2008**
Lead Designer and Production Artist

- ▶ Directed, scheduled and produced monthly subscription based audio CD series: *In Conversation with David Allen*.
- ▶ Designed and produced all David Allen Company wide products for the online store including items such as; Getting Things Done book cover, GTD file folders, GTD System Guides, Workflow Maps, Free Articles, Newsletters, leather desk set, GTD Folios, Paper Pads, stationary supplies and the GTD NoteTaker wallet.
- ▶ Created, supported & produced features for *GTD Connect*, David Allen's monthly subscription based online learning center, consisting of monthly audio CD's, email newsletters and online media.
- ▶ Designed and executed all external client related event promotions, including invitations, signage, and posters.
- ▶ Prepare and collect all electronic files for print.
- ▶ Interface with printers to assure quality control.

Ideawork Studios, Santa Barbara CA **November 2004 - October 2005**
Multimedia Designer

- ▶ Managed and directed numerous simultaneous web and print projects for high profile clients such as Hard Rock Hotel & Casino, under strict deadlines with attention for detail.
- ▶ Responsible for all aspects of ideation and production, from concept to storyboards to launch.
- ▶ Produced numerous high profile Flash projects used to drive online marketing campaigns.

Lazy Acres Market, Santa Barbara CA **March 2003 - November 2004**
Assistant Scanning Manager and Graphic Designer

- ▶ Developed company intranet tools to increase communication and efficiency.
- ▶ Responsible for website marketing and email driven coupon campaigns.

Software Answers / Bookaplace.com, Orlando FL **May 2000 - February 2001**
Web Consultant and Lead Designer

- ▶ Directed and developed in store marketing campaigns. Maintained company intranet and website.
- ▶ Directed and developed the over all-look and feel of an ASP driven travel portal, featuring live travel reservations.
- ▶ Designed international affiliate websites, with live e-commerce solutions using SQL server integration.
- ▶ Oversaw and directed print, web and advertising campaign for an a large corporate housing software company.

SKILLS

Proficient on all Windows and Mac Operating Systems. Expert knowledge in design software such as Illustrator, Photoshop, InDesign, After Effects, Flash, Dreamweaver, FreeHand, and Fireworks. Moderate experience with 3D Studio max, Sound Forge Pro, Avid Pro Tools and Reason. In depth knowledge of web limitations and browser capabilities. Extensive knowledge of printing processes and methods. Moderate experience with ColdFusion and ASP.

EDUCATION

Expression Center for New Media, Emeryville CA **June 2001 - February 2003**
Bachelor of Applied Sciences in Digital Graphic Design

University of Oregon, Eugene OR **September 1995 - June 1998**
Completed course work in liberal arts.