

# Karla Lozano

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## SUMMARY

Seasoned professional with 8 years of experience in Graphic Design and 6 years of focused responsibilities in Production Art. Adept at transforming approved creative into campaign buildouts, versioned deliverables, and press ready mechanicals. Studiously interpreting specification notes and brand guidelines with respect and accuracy. Pursuing tenure and continued education with a focus on Production Art to leverage expertise in attention to technical detail, precision, and visual communication.

## WORK EXPERIENCE

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| Love Advertising<br><i>Studio Production Artist</i>  | Houston, TX<br>Mar 2024 - Present  |
| <ul style="list-style-type: none"><li>Produce and adapt campaign assets for multiple platforms, including digital ads, social media, email, web, presentations, and print, ensuring brand consistency across all deliverables by following established brand guidelines.</li><li>Prepare and package mechanical files for print production and digital development, meeting vendor and platform specifications, using export settings, naming conventions, layered files, links, and fonts.</li><li>Organize and maintain asset libraries, ensuring proper naming conventions and version control.</li><li>Support designers and art directors with resizing, retouching, and preparing variations of existing creative.</li></ul> |                                    |
| Landry's, Inc.<br><i>Graphic Designer</i>  | Houston, TX<br>May 2023 - Mar 2024 |
| <ul style="list-style-type: none"><li>Designed a diverse array of print and digital materials, including signage, menus, flyers, posters, social media content, email marketing campaigns, and web advertisements, while maintaining brand integrity across over 80 distinct identities.</li><li>Prepared and packaged mechanical files for print production and digital development.</li></ul>  |                                    |
| Family Tree DNA<br><i>Graphic Designer</i>   | Houston, TX<br>Jun 2022 - Jan 2023 |
| <ul style="list-style-type: none"><li>Designed a comprehensive suite of marketing materials, including website and mobile device visuals, email campaigns, social media content, and promotional print assets, effectively supporting seasonal sales initiatives.</li></ul>  |                                    |
| Creative Circle<br><i>Graphic Designer</i>   | Houston, TX<br>Mar 2022 - May 2022 |
| <ul style="list-style-type: none"><li>Designed a suite of internal and promotional materials, including instructional documents, price sheets, and event visuals for both digital and print media, ensuring brand consistency and enhancing user engagement.</li></ul>   |                                    |
| Karbach Brewing Company<br><i>Graphic Designer</i>   | Houston, TX<br>Sep 2018 - Feb 2022 |
| <ul style="list-style-type: none"><li>Revamped and updated core visual elements, effectively aligning brand identity across various platforms including print, digital, and social media. Developed a diverse range of marketing materials, from lockups and branded merchandise to vehicle wraps and menu designs, enhancing brand visibility and consumer engagement.</li><li>Prepared and packaged mechanical files for print production and digital development.</li><li>Adhered to packaging and can design templates for different product varieties.</li><li>Recognized for exceptional performance and dedication, receiving Employee of the Month accolades twice.</li></ul>  |                                    |
| Greenleaf Wholesale Florists (Bill Doran)<br><i>Graphic Designer</i>   | Houston, TX<br>Jun 2017 - Sep 2018 |
| <ul style="list-style-type: none"><li>Developed a suite of marketing materials including flyers, catalogs, price sheets, and order forms, ensuring brand consistency and enhancing customer engagement across multiple platforms.</li><li>Executed floral photography and copywriting for social media and marketing collateral, improving visual storytelling and product showcase to drive sales and brand awareness.</li></ul>  |                                    |
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## EDUCATION

California College of the Arts Bachelor of Fine Arts, Illustration	San Francisco, CA 2009
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## CERTIFICATIONS

AIGA Professional Designer Certification Course	2024
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## AWARDS

*Certificate of Excellence (Bronze)*, American Advertising Federation

- Phillips 66 All In on Aviation - Art Direction (Campaign) - Production Art

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## SKILLS

Adobe Creative Cloud • Illustrator • Photoshop • InDesign • XD • Figma • Acrobat • Wrike • Workfront • Microsoft Office • Production • Design • Advertising • Branding • Packaging • Templates • Brand Guidelines • Proofing • Logo • Lockup • User Interface • Web • Photo Retouch