

KATE HENKE2709-B Benvenue Avenue Berkeley CA 94705
kate@katehenkedesign.com 510.220.4455**OBJECTIVE**

I seek full or part time, or contract employment which will utilize my creativity, advertising/design abilities, project management and people skills as well as produce results for my employer/client.

INTRODUCTION

Nearly all the jobs below involve working directly with client or art director to develop concept of original design ideas. Consideration of time and budgetary constraints providing the best possible solution are key aspects of my success. Flexibility, creative thinking and excellent communication define my skill set. Collaborating with others to distill relevant information and devise an overall look and feel (broad strokes) of an ad campaign or marketing direction is both my passion and my forte.

DESIGNER/PRODUCTION MANAGER

Home Energy Magazine, Lawrence Berkeley Labs, Berkeley, CA May 2008 – Present (part time)
Responsible for re-brand, and re-designing this 25 year old environmental bi-monthly magazine to broaden market appeal and compete with other like trade journals. Work closely with editors, publisher and writers to reposition the focus and thrust of this 48-96 page publication. Responsible for Art direction, design, color correction, production, proofing and prepress.

OWNER/MANAGER

Kate Henke Design, Berkeley, CA June 1992 – Present (part & full time)
Operate an independent design business dedicated to professional level design of identity, collateral and promotional materials, magazines, books, newsletters, and direct mail packages. Managed up to 6 freelance designers. Clients include: Via Magazine, Theater Bay Area Magazine, McKesson, Inc., Peachpit Press, Academy of Art University, Lawrence Berkeley National Laboratory, University of California Haas School of Business.

SENIOR DESIGNER/PROJECT MANAGER

Descom Studios, Ross, CA March 2005 – April 2008 (freelance)
Developed and designed a wide variety of print pieces & web sites. Projects taken from concept through to completion, worked directly with clients to devise strategies, ad campaigns and collateral. Established branding standards with advertising strategies under budgetary constraints. Clients include: Tamalpais Bank, Marin Municipal Water District, Marin County Visitors Bureau.

SENIOR MAGAZINE DESIGNER

Oracle Marketing Dept., Oracle Corporation, Redwood Shores, CA October 1999 – October 2003 (full time)
Designed two Maggie award-winning magazines: Oracle Magazine (bimonthly) and Profit Magazine (quarterly). Responsible for all aspect: cover design, feature articles, departments and columns from concept to execution. Instrumental in redesign of both magazines. Worked closely with art director, editorial to define scope and goals of projects. Selected, managed and directed (6-25) freelance artists and photographers for various outsourcing needs.

GRAPHIC DESIGN INSTRUCTOR

Academy of Art College, San Francisco May 1991 – June 2000 (part time)
Developed curriculum and taught a variety of classes including graduate level "Digital Design I & II," for development of portfolio projects, and undergraduate "Graphic Design Thinking and Layout" for concept development. Three hour courses combined lecture with hands-on comping instruction along with Adobe, Photoshop, Illustrator and QuarkXpress.

JUNIOR DESIGNER

University of California San Francisco, Publications Department January 1990 – June 1992 (part & full time)
Designed a variety of publications including logos, medical and educational technical documents, brochures, posters, and periodicals. Interfaced with clients to determine design specifications, objectives, and schedule requirements.

EDUCATION

University of Northern Iowa, Cedar Falls, Iowa. Major: Fine Art, Printmaking

SOFTWARE SKILLS

MacOS: Adobe Creative Suite CS3, QuarkXpress, Acrobat. MS Word, Excel, PowerPoint, Entourage, DreamWeaver, Flash, Fireworks, and WindowsOS (listed in order of expertise)