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✿ **karen yesowich schmucker**

Demonstrated excellence taking projects from conception through print production. Superior typography and an unerring feel for color, proportion, and texture. Majority of experience in traditional identity, branding, packaging, and print design.

Mar 2001-2011 **Freelance**

Identity for Candelori Communications, Black Walnut Advisors, LLC, NKS Designs and others. Web design for Candelori Communications, Abaca, Pacific Northwest Naginata Federation(PNNF) and kys designs. Business system and marketing materials for the United States Naginata Federation, Inc. (USNF), a non-profit martial arts organization; Designed and produced the program, flyer, invitations and merchandise for an international Naginata championship in 2003; designed and edited a biannual newsletter for the USNF; redesigned and produced programs for USNF national tournaments (2008-09); merchandise and brochure for PNNF 2010-11.

Mar 2000-Mar 2001 **marchFIRST, San Francisco, CA**

Designer, San Francisco Branding. Projects included concepting and design of in-store merchandising campaigns, retail brochures, packaging and a variety of print material for Kinko's. Other projects included software packaging and in-store merchandising for Excite@home, environmental and interactive design for Apple Computer, and web design for Pottery Barn Kids.

Mar 1999-Mar 2000 **Freelance**

Identity design for a high-tech firm at Patrick Mountain Design, Los Gatos, CA, and packaging for Potlatch at Landor Associates, San Francisco, CA. In-store merchandising for Kinko's at USWeb/CKS, San Francisco, CA.

Dec 1998-Mar 1999 **Melissa Passehl Design, San Jose, CA**

Designer. Lead designer on a variety of Print projects, including a full line of promotional pieces for a biotech firm and concept for a web site for the studio. Worked on designs from initial concept through production and printing. Clients included: Pangea Systems, Inc., Sun Microsystems, Applied Materials, and University of California Santa Cruz Extension.

Feb 1997-Nov 1998 **Michael Osborne Design, San Francisco, CA**

Designer. Worked closely with the principal on a variety of Print, Packaging and Identity projects. Clients included: Wente Vineyards, Brown-Forman Beverages Worldwide, Barbour Vineyards, Beaulieu Vineyard, Sutter Home Vineyards, Shasta Beverages, Tri-Valley Growers, Sunsweet Growers Inc., DFS Marketing, and the Philharmonia Baroque Orchestra, San Francisco. Managed print production and press checks.

Jun-Aug 1996 **Tharp Did It Design, Los Gatos, CA**

Freelance designer. Assisted the principal with the design and production of several corporate identity projects, including the redesign of the identity and vehicle graphics for the Santa Clara Valley Transportation Authority.

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**Education**

1997 Academy of Art College, San Francisco, CA BFA, Graphic Design  
1982 Georgetown University, Washington, DC MA, Government  
1975 University of Toronto, Toronto, Ontario, Canada MA, Russian  
1974 Michigan State University, East Lansing, MI BA, Russian

**Computer Skills**

Adobe CS3 (Illustrator, Photoshop, InDesign, Dreamweaver) (Mac)  
Microsoft Office (Mac, 2011) (Windows, 2007)  
QuarkXpress (Mac)

**Publications/Awards**

Barbour Vineyards Packaging, Power Packaging, Hearst Books Intl, 1999.  
Graphic Design: USA, 1998 American Graphic Design Awards  
Graphis, New Talent Design Annual 1998  
Clio Award (Bronze), for Colombo Bread Packaging, Spring, 1997  
CMYK Magazine, Colombo Bread Packaging, Spring, 1997  
Packaging Design Council Award of Excellence, Spring, 1996

**Other Interests**

Cooking, Naginata (a Japanese Martial Art)