



# Karen

## KAREN M. BUTLER

*Creative Leader / Graphic Designer*

Windsor, Connecticut

860-940-9344

karen@karenmbutler.com

karenmbutler.com

compass2bliss.com

### SOFTWARE SKILLS

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Mac OS & Windows

Microsoft Office Suite

Google Workspace

Adobe Creative Suite & Cloud

Figma

InVision

Ceros

Online Website Builders

Content Management Systems

Project Management Software

Procreate

### OTHER SKILLS

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Creative & Art Direction

Brand Development & Logo Design

Print & Layout Design

Website & Digital Design

HTML5 / CSS

Prototyping

UI/UX Knowledge

Integrated Campaign Development

Team Management & Leadership

Design Thinking

Photography & Shoot Management

Social Media & Content Creation

Painting & Illustration

Vendor Management

Creative Project Management

### PROFESSIONAL

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Adobe Creative Jams Off-Air Judge

AIGA Connecticut Board of Directors

*President (2016—2018)*

*Director of Membership (2015)*

*Communications Chair (2014)*

### EDUCATION / ACCOLADES

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2005 A.S. Graphic Design from Tunxis

Community College, Farmington, CT

*Academic Discipline Award (3.91)*

*The National Dean's List*

*Phi Theta Kappa Honor Society*

### COMPASS TO BLISS, LLC

*Founder, Owner, Chief Creative Officer*

*2020—Present*

- Using empathy and human-centered design to develop strategic solutions which help define and elevate small business clients within their marketplace.
- Providing brand identity, campaign development, website design, social engagement, and fully integrated campaigns.

### PRUDENTIAL FINANCIAL

*Senior Art Director*

*2015—2020*

- Created, managed, developed and implemented marketing strategies and innovative design solutions for Internal, B2B and B2C markets, from concept through completion.
- Developed user-centric campaigns and experiences which elevated the brand and brought Business Partners' sales and marketing goals to life in the most engaging ways possible. Thus helping to drive business results, establish and maintain the company as a leader within the industry.
- Managed timelines, workload and projects within the department. Established creative templates. Reviewed and directed creative from junior designers & contractors. Ensured deliverables were executed with accuracy, precision timing and within brand guidelines.
- Facilitated design thinking workshops that produced successful, human-centered results, and incorporated full collaboration and partnership with various departments across the organization.

### VICTORINOX SWISS ARMY

*Graphic Design Manager*

*2009—2015*

- Lead the creative direction and development of the North American e-commerce website, as well as all digital and email marketing campaigns, ensuring a consistent brand voice, visual language and messaging.
- Managed the design and work-flow of projects within the creative department. Developed brand and style guides, as well as templates for digital and print application. Ensured consistency across all channels within the North American marketplace.
- Planned, directed and facilitated product and lifestyle photo shoots. Managed timelines, production, locations, photography, products, stylists, make-up artists and models.

*Senior Graphic Designer & Web*

- Created inspired designs which improved the aesthetics across print, digital, trade shows, advertising, branding and packaging for all five product categories.
- Managed and maintained relationships with third party vendors, including printers, photographers, contracted designers, freelance writers and web developers.
- Discovered and developed best practices for web design. Implemented processes which improved overall project outcomes and efficiencies.
- Provided mentorship and teaching through the establishment of Creative Light Box Sessions which helped to educate, train and inspire others within the organization.

### OTHER DESIGN EXPERIENCE

Karen M. Butler Designs, Principal

Beekley Corporation, Graphic Designer

Urban Behavior, Graphic Designer

Lewtan Industries, Graphic Designer & Department Manager

*2005—Present*

*2007—2008*

*2006—2007*

*2005—2006*