



KAREN M. BUTLER

Compass to Bliss, LLC

Founder, Owner, Chief Creative Officer

March 2020—Present

- Creatively guide clients on their brand journey through custom logo design, brand and campaign strategy, responsive web design, photography and social media promotion.
- Providing: brand development, brand stories, brand guidelines, brand strategy, responsive web design, SEO, static and video social media assets, and photography.

Prudential

Senior Art Director

2015—February 2020

- Managed, developed and implemented creative strategies and innovative design solutions for Internal, B2B and B2C markets.
- Developed consumer-centric campaigns and experiences which elevated the business and drove their position as a leader within the industry.
- Managed workload within the department; ensuring deliverables were met with accuracy, precision timing and within brand guidelines.
- Lead and mentored others in technical skill set and professional development.
- Facilitated design thinking workshops that produce successful, human-centered results.

Victorinox Swiss Army

Graphic Design Manager

2009—2015

- Creative direction and global development of the North American e-commerce website.
- Managed the design and work-flow for web and print related projects within the creative department. Ensured a consistent brand voice, visual language and messaging across all channels within the North American marketplace.
- Planned, directed and facilitated photo shoots. Managed timelines, locations, photographers, products, producers, stylists, make-up artists and models.
- Developed brand and style guides for a consistent brand voice across all touch-points.

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, freelance writers and web developers.
- Discovered and developed best practices for web design; implemented processes which improved overall project outcomes and efficiencies.
- Mentored, inspired and taught others through Creative Light Box Sessions, which educated, trained and inspired 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

Skills

InDesign
Photoshop
Illustrator
Dreamweaver
XD
Lightroom
Premier Rush
Spark / Spark Video
Microsoft Office
HTML

Specialties

Entrepreneurial Skills
Creative Direction
Art Direction
Print Design
Digital Design
Experience Design
Design Thinking
Facilitation
Page Layout
Branding
Illustration
Packaging
Photography
Prototyping
Leadership
Mentoring

Professional Leadership

Adobe Creative Jams Off-Air Judge

AIGA Connecticut |
American Institute
of Graphic Arts

President (2016—2018)

Director of Membership (2015)

Communications Chair (2014)