

# Kara DeMaio

Graphic Design/Art Direction

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845.464.1576

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Naples, FL

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## PROFILE

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Creative and adaptable design professional with advanced experience managing comprehensive aspects of major design projects in diverse industries and applications. Excellent at producing visually appealing and brand consistent designs while maintaining highly efficient leadership and management practices to reduce production expenses.

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## AREAS OF EXPERTISE

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- Graphic Design & Illustration
- Project Management
- Art Direction
- Print Production & Prepress
- Marketing & Brand Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office Suite
- Google Suite (Docs, Drive)

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## EDUCATION

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### **Master of Arts, Integrated Marketing Communications**

Marist College  
Poughkeepsie, NY

### **Master's Certificate, Graphic Design**

Sessions College for Professional Design  
Tempe, AZ

### **Bachelor of Arts, Communications**

Marist College  
Poughkeepsie, NY

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## PROFESSIONAL EXPERIENCE

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### **Graphic Design/Art Direction**

Blueprint Creative Studio, LLC, Remote

August 2020 to Present  
January 2012 to March 2016

Collaborate with clientele in diverse industries to produce engaging and comprehensive graphic design, illustrative, writing, and content marketing services. Collaborate with healthcare, hospitality, and small business clients to create and develop design concepts, overseeing all project responsibilities from conceptualization through delivery. Create designs for applications including brand logos, presentations, book & catalogue layouts, printed collateral & prepress setup, large-format graphics, and book illustrations. Provide consulting services to advise clients on effective marketing and social media strategies.

- Developed cost-saving strategies to save small business and hospitality clients 20% annually by creating a client-centered monthly contract design & marketing service.

### **Creative Services**

Nuvance Health (Health Quest), Lagrangeville, NY

March 2016 to August 2020

Manage the design and production of branded collateral for a healthcare network organization by effectively coordinating personnel within the Creative Services department. Develop campaign concepts and direct creative strategy in alignment with brand identity and project goals, effectively coordinating freelance designers to deliver effective graphic materials.

- Successfully saved 35%+ in agency fees by providing in-house creative services, including brand asset management, vendor relations, creative direction, and design production.
- Consistently apply expert multitasking and project coordination abilities to manage 80+ simultaneous creative project requests.
- Manage comprehensive project responsibilities in creating effective designs for social media promotion, illustrations and infographics, Powerpoint presentations, digital marketing design, general website design/maintenance, and a variety of print collateral.

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**PROFESSIONAL EXPERIENCE, CONTINUED**

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**Director of Media & Design**

August 2007 to January 2012

Dutchess County Regional Chamber of Commerce, Poughkeepsie, NY

Directed the development of all design content used in marketing, promotional, and special event applications. Managed multiple simultaneous project responsibilities for large-scale productions, including managing relations with external printing vendors and liaising between Young Professionals Committee and management personnel. Maintained organizational communications by producing an engaging and informative monthly newsletter, as well as providing website maintenance to promote a consistent and professional identity across brand assets.

- Developed a highly effective Request for Proposal (RFP) process for the annual Membership Directory, reducing print production costs by 25%+.
- Designed the layout of The Bottom Line, a monthly newsletter included in the Poughkeepsie Journal, as well as weekly digital newsletters distributed via email.
- Assisted in organizing and launching the Chamber Foundation's Young Professionals Scholarship Program, supporting the development of new professionals and improving community awareness by awarding an annual \$1000 scholarship.

**Senior Community Relations Associate**

February 2005 to August 2007

Inspire, Goshen, NY

Manage Community Relations department in performing multifunctional community outreach and brand marketing operations. Designed effective and engaging branded materials for promotional marketing and branded communications. Organized and directed community events by coordinating a venue, designing event layout and collateral, managing vendor relations, acquiring sponsors, and organizing volunteer and committee personnel. Maintained database of donors and managed donor relations to encourage positive long-term relationships.

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**CERTIFICATIONS**

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**The Interaction Design Foundation**

Certified Member, Issued June 2019

**Presentation Skills: Designing Presentation Slides**

Coursera Certification, Issued August 2019