

CARLI MORGENSTEIN

EXPERIENCE

FREELANCE GRAPHIC DESIGNER

April 2016- present

- Clients include: Proof Extracts, Garden Society, Hamilton Montessori of Marin, Nectar Essence

FREELANCE GRAPHIC DESIGNER, HAIR MORINGA

May 2015- April 2016

- Design labels for new products as well as modify existing labels in new sizes
- Perform principal photography for marketing materials including point of purchase marketing
- Create sell sheets for new promotions as well as new products
- Design any miscellaneous marketing and promotional pieces

GRAPHIC DESIGNER, THE CRICKET COMPANY

Oct 2013- Oct 2016

- Create monthly sell sheets for new products and update look and design for old products
- Create logos and all branding for new products and packaging
- Update and maintain website and distributor site
- Perform principal photography for web and packaging
- Design ads and catalogues for industry professionals and trade shows
- Participate in weekly brainstorming meetings which includes bringing new product ideas to marketing team
- Direct sales experience during corporate events and trade shows

ART DIRECTOR, SMART MEETINGS MAGAZINE

May 2010-Oct 2013

- Managed entire Design Production department
 - Designed all magazine content including covers
 - Created all marketing and branding pieces including direct mail
 - Worked with both sales and marketing teams to generate revenue as well as digital and physical content outside of the magazine
 - Implemented design template system to streamline workflow
 - Contributed to expansion of a publication from regional to national
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- Collaborated with editors, illustrators, photographers and printers
- Transitioned publication to new printer and performed press check and maintained financial oversight following transition

GRAPHIC DESIGNER, MACWORLD MAGAZINE

Jan 2006- May 2010

- Designed front and back of the book pages, features and table of contents
- Produced advertisements for Macworld.com
- Assign Illustration and Art-Direct photo shoots
- Helped with transition from QuarkXpress to Adobe InDesign
- Responsible for the design and production of electronic books (eBooks)
- Work directly with editors, copy editors and illustrators
- Created typography and color palette for feature stories

INHOUSE FREELANCE DESIGNER, CREATIVEAGE PUBLICATIONS

April 2005- December 2005

- Designed magazines including: Nailpro, BeautyStore Business, Today's Image, Dayspa, Launchpad and Dialysis and Transplant
- Designed and edited features, front and back pages
- Paginated and placed ads
- Designed signage for trade shows
- Designed direct mailing for all publications

ART DIRECTION INTERN, SCIENTIFIC AMERICAN MAGAZINE

October 2004- March 2005

EDUCATION

UNIVERSITY OF OREGON

2000-2004

BA Journalism and Communication

Minor in Anthropology

- Designer Flux Magazine '04, National award-winning publication. Planned, written, edited, designed and produced by students at the University of Oregon school of Journalism and Communication
- Studied abroad at LaTrobe University in Victoria Australia '02
- Work abroad as a copywriter/Designer, Crystal Publishing Group Bucharest, Romania '03

REFERENCES

Available on request

AWARDS AND RECOGNITIONS

- Best How- to Article -Silver, ASBPE Award 2009
 - Regional Feature Article Design - Gold,
 - ASBPE Award 2008, for “Software Treasures”
 - Regional Feature Article Design - Gold, ASBPE Award 2007
 - Neal Award 2008- Best how-to article for “Empty Your Inbox
 - ”Maggie for Best single editorial illustration, Macworld,
 - 2008 for “Game Hall of Fame
 - ”Maggie, 2006 Best Computer/Technology magazine consumer
 - Eddie 2006 Best Consumer Technology and Computing magazine
 - Second place for “Promotional Posters” in the Society for News Design student competition 2004
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VOLUNTEER WORK

- Design collateral for City of Hope San Francisco events