

# Karen Jossel

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Link to portfolio site in development: <http://luckydoggraphicdesign.com/>

## Summary

- Extensive experience in graphic design for print, web and motion
- Understand web design and development, created award winning websites
- Typography (print, web and broadcast TV), Logo Design and Layout Skills
- Original branding & work within existing brand style to create: Brochures, Flyers, Mailers, Packaging, DVD's, Ads, Point of Purchase display, Logos, Billboards, Presentation Folders, Duratrans, Websites, E-Newletters
- Proficient to Working Knowledge in most Adobe CS3 programs, Photoshop, Illustrator, InDesign etc..and MS Offices applications as in Word and Powerpoint.
- Wrote article on Demystifying Web Design and Development for the Layperson

## PROJECT EXPERIENCE (Art Director/Owner - Lucky Dog Graphic Design)

### Art Director/Designer (Consultant)

1995-Present

**Internexxt, Web Design & Development Company** Agoura Hills, Ca.

- Web Design for Proctor & Gamble: Sebastian Hair Products

**Dee Saar Space Diviner, Professional Organizer** Simi Valley, Ca.

- Web Design, [SpaceDiviner.com](http://SpaceDiviner.com), Collateral Design (Postcard, Brochure, Stationery)

**Souza & Associates, Business Management and Bookkeeping** Calabasas, Ca.

- Identity/Branding, Web Design, Logo Design, Collateral

**Star Selling Inc, Rep for QVC, HSN** Palos Verdes, Ca.

- Web Design, [StarSellingInc.com](http://StarSellingInc.com), Collateral

**City Concierge, Mammoth Lakes Reservations and Creative** Mammoth, Ca.

- Roadside Heritage: Identity/Branding for an educational CD sponsored by the National Science Foundation:  
Web Design, Logo Design, Collateral, Point of Purchase, Packaging

**Inka Dinka Dink, Writer/Composer** Hollywood, Ca.

- Web Design, [LostinHollywoodland.com](http://LostinHollywoodland.com), Illustration

**Crown & Crown, Real Estate Agents** San Diego, Ca.

- Identity/Branding, Logo Design, Collateral (Direct Mail Campaigns, Stationery Package)

**Progressive Strength Recovery, Strength Trainer for Brain Injury Patients** Irvine, Ca.

- Web Design and Maintenance, [ProgressiveStrengthRecovery.com](http://ProgressiveStrengthRecovery.com)

**That One Guy, Musician** Los Angeles, Ca.

- DVD Packaging Design, Logo Design

**Cunningham, Escott, Dipene** Los Angeles, Ca.

- CD Packaging Design & Illustration

**Toni Petniunas, Writer** Burbank, Ca.

- Web Design

**UPC (United Pan Europe Communications N.V.) Digital Media Centre, Broadcast**

Technical Facility Amsterdam, The Netherlands (Holland)

- Brochure Design, Tradeshow Art (Large Format), DVD Design, Instruct Personnel in Quantel Hal, Photoshop & AE

**The Model Shop, Architectural Models** Torrance, Ca.

- User Interface Design, Web Maintenance

## EMPLOYMENT HISTORY

### Senior Designer

**KCBS-TV 2, CBS Network, Broadcast Television** Hollywood, Ca.

1995-Present

- Photoshop Training (Trained Graphics & Editorial personnel in new technology), News Graphics, Marketing & Promotion, Motion Graphics

**The WB TV Network & Affiliates Division (Entertainment Partners)** Burbank, Ca.

1996-2005

- Created the affiliates website from concept to completion with a colleague. Pitched to the network. Development of a website that served 800 stations in 111 markets. Maintained, designed and updated this site for 5 years. Less

than a year later we created a special password protected site for the local press giving them online access to all necessary PR materials. TheWBpass.com, affiliates website won 2 industry awards.

- On Air Design and Compositing, Design & Maintenance of TheWBpass.com and WBpress.com, Presentation Design, News Open for Tallahassee Florida Affiliate News, Billboards

## Designer

**KABC-TV 7, ABC Network, The Video Design Group (O&O Division)** Hollywood, Ca. **1992-1996**

- Created marketing materials, motion graphics, news materials, parade graphics and on air opens for 7 affiliates owned and operated by ABC.
- On Air Design and Compositing, Promotion & Marketing, ID's, Opens, Parades, News Promos

## Designer/Compositor

**News Organizations, Post Production and Production Companies:** Hollywood, Ca. **1989-2002**

- Created news graphics and animated promotional material for various local news stations listed below.
- KABC KTTV KCAL KTLA KCBS
- Varied duties in design and compositing promotional materials, commercials and TV show graphic design.
- Schulman Video, Post Logic, Telepictures, Editel

## Instructor

### Magic of Mandalas

- Facilitate dream board building for diverse groups from cancer support to corporate team building and private parties. Visit website at: <http://magicofmandalas.com> **2008-Present**

### Los Angeles City College (LACC Community Services)

- Photoshop, After Effects, Intro to Mac **2004-Present**

### Tutoring: Corporate and Private

- Retrain artists at KCBS-TV, KCAL-TV, KTLA-TV networks and private individuals **2002-Present**

### UPC (United Pan Europe Communications N.V.) Digital Media Centre Broadcast, Holland

- Train artists in Design, Motion Graphics and Compositing [Adobe Creative Suite, Quantel Hal] **2000-2001**

### Weynand Training International

- Instruct television industry personnel and teach public classes in the current technology [Quantel Paintbox, Hal & Harry, Adobe Creative Suite, Photoshop, Illustrator, After Effects] **1991-Present**

## Awards

Promax Gold 2004 & Silver 2002 for TheWBpass.com, BDA for 1993 Emmy Open.  
The Roadside Heritage Branding project won the 2008 Interpretive Media Competition Award.

## Professional Organizations

Art Directors Guild (ADG), AIGA, GAG (former secretary), CSPG, CAA

## Publicity

- **Master Library Series** by Rockport publishers, Souza logo design. **2009**
- Interviewed for the cable show "**Designing your Future**" as owner of Lucky Dog Graphic Design **2007**
- **How Magazine** quoted in the article "How to Overcome Your Marketing Hang-Ups"  
By Susan Murphy.
- **Quarterly Newsletter** on "Demystifying Web Design and Development for the Layperson" **2005-2008**  
(Copies available upon request).
- Article for the internet on "**Demystifying Web Design and Development for the Layperson**" **2005**

*(This article distributed through PR Web and Burelles services, it appeared in Google news, Yahoo News, and 1000's of other sites. It was an RSS feed so many sites had it.)*

## EDUCATION

### Masters Degree and Bachelors Degree in Art, CSUN

**Technical, Business & Marketing Classes:** **Otis:** Flash 2005 **AFI:** Photoshop and After Effects 1995-97 **UCLA:** Drawing from the Right Side of the Brain, Airbrush, Logo Design, Typography, Broadcast Design, Dreamweaver, InDesign, Flash, HTML, Starting and Growing your own Business, Marketing that Sells, E-Marketing 1989-present **Weynand Training:** Quantel Paintbox and Harry. Kaleidoscope and Tape Operations, 1989-92