

KATHLEEN LOTA

IF YOU STRIVE FOR EXCELLENCE BUT HAVE NO HEART, YOUR WORK HAS NO SOUL

OBJECTIVE

To continue to grow as a designer, to have fun and meet great people along the way.

EDUCATION

BFA in Graphic Design, 1992, Rochester Institute of Technology, Rochester, NY

CAREER PATH

Brandvoice, Art Director/Contractor, Tenafly, NJ *November 2010 -*
Prudential Life Insurance, Art Director/Contractor, Newark, NJ *October 2009 - March 2010*
Tisha Creative, Art Director, Hoboken, NJ *May 2007 - June 2009*
Woodside Design Group, Senior Designer, Butler, NJ *December 2003 - February 2007*
Graetzer Communications, Senior Designer, Tuxedo Park, NY *September 2001 - December 2003*
VocalTec Communications, Web Designer/Web Design Mngr., Fort Lee, NJ *January, 1997 - April, 2001*
Paper Direct, Product Designer, Secaucus, NJ *February 1995 - January 1997*
Briechle-Fernandez, Graphic Designer, Springfield, NJ *April 1993 - February 1995*

WORK EXPERIENCE

Brandvoice... a small-size agency specializing in branding, web design, promotional and editorial design.
Accomplishments

- Lead redesign for Olympus site, us.ibonthenet.com. My responsibilities were to create a consistently branded site that targeted the right demographic in a distinctly different way than the competitors. A navigation system was developed and the design was created to reflect a warm, relaxed and comfortable environment. All front-end design, GUI interface, e-blasts, e-newsletters and banners were created. I also managed the external development of the site.
- Responsible for design of corporate communication brochures and other supporting marketing material.

Tisha Creative... a mid-size agency specializing in branding, packaging and web design.
Accomplishments

- Art Direction/Design of Dr. Bank Skin Care launch - branding, product design, and coordination of all print and web elements.
- Art Direction/Design of No Rules Beauty launch - branding, product design, and coordination of all print and web elements.
- Art Direction/Design of 2009 PMA Campaign - guided illustration of concept and offered a regimen of directives to the client.
- Oversaw and directed designers on for multiple projects for web and print, including the rebranding of Dimetapp.
- Help to develop guidelines for organization of files and internal workflow.

Woodside Design Group... a small agency specializing in print design for the automotive and food industries.
Accomplishments

- Lead designer for corporate invitations, trade advertisements, corporate training materials, posters, web design & development.
- Lead designer for BMW Ride & Drive Events, 2004 & 2006.
- Contributed to 2005 New York Auto Show for BMW.
- Contributed to copy writing for client marketing materials, proposals, taglines and development of project timelines.
- Established guidelines for management and organization of electronic files.
- Managed production, proofing and approvals.

Graetzer Communications... a small agency specializing in advertising and print design.

VocalTec Communications... a VOIP software developer.

Paper Direct... a developer of themed papers and templates.

Briechle-Fernandez... a full service marketing communications agency.

QPL Photographics... a mid-size service bureau that focused on design, retouching and color correction.

Wordsmith Communications Group... a mid-size marketing communications and design agency.

SKILLS

Software: Adobe CS5: Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign and Flash. **QuarkXPress 8.5**

Code (by hand): CSS, HTML.

Additional: Experience with **CMS Systems, Social Media Integration, SEO and Goggle Analytics.**

URLS

www.kathleenlota.com	www.behindthebrush.com	www.kathleenlota.com/jam-arch
www.supportmyhabit.com	www.sonaviola.com	www.tishacreative.com
us.ibonthenet.com	www.myownway.com	www.myownway.com/wdg/
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PORTFOLIO

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