

# KARIANNE BLANK

karianne.blank@gmail.com | kblank.com

## SELECTED SKILLS

Adobe Creative Suite  
Microsoft Office Suite  
Online marketing strategy  
Digital photography and photo retouching  
HTML, CSS, and Javascript  
Web content management systems; PHP & MYSQL  
Print Production  
Writing and Editing

## EDUCATION

Bachelor's of Design in Communication Design, Emily Carr University, 2008  
Associate of Arts in Liberal Arts, Bard College at Simon's Rock, 2003

## EXPERIENCE

### DESIGN / COMMUNICATIONS

*UBC Development & Alumni Engagement*      *February 2011 to Present*

[www.supporting.ubc.ca](http://www.supporting.ubc.ca)

Achievements include:

- Producing inspiring materials for print, web, and email that reach tens of thousands of donors and potential donors to the University
- Implementing website statistics reports to track individual campaigns
- Designing new publications and fresh visuals while respecting UBC's established brand and the diversity of UBC's community
- Working within both large and small production budgets, and negotiating with contractors to deliver results

### ART DIRECTION / DESIGN

*Front Magazine & Western Front Society*      *July 2009 to Present*

[www.front.bc.ca](http://www.front.bc.ca)

Front Magazine is a non-profit Vancouver arts magazine published by the Western Front Society.

As Art Director of Front Magazine,

- Through redesign of the magazine, and negotiation with printing contractors, reduced printing costs by 40% over two years
- Initiated social media marketing for the magazine, targeting both advertisers and readers, significantly increasing public profile
- Managed complex negotiations with artists, contributors and advertisers
- Developed issue and article concepts, contributed photography and writing
- Responsible for all design, layout, production duties for the magazine

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## *Front Magazine & Western Front Society, continued*

For Western Front Society,

- Led branding update, including new typeface choice, logo update, design of new printed materials
- Led development and design of a quarterly events calendar for Western Front, consolidating the efforts of four staff members and leading to significant time and money savings
- Designed all promotional materials for Western Front's high-profile events, including international events and major fundraising initiatives
- Design of a 100-page special publication, involving 6 artists/editors, 15 contributors, and a very limited budget

## WEB DESIGN

*Littlehouse, Inc*

*Summer 2010*

www.inthelittlehouse.com

Custom Wordpress theme design and development for a unique children's toy company. PHP, HTML & CSS coding, managing plugins and a MySQL database.

## BRANDING, PRINT AND WEB DESIGN

*Fearless, DTES CAN, Gallery Gachet, W2*      *Summer 2008 to Spring 2009*

Research, community consultation, and extensive design work for Gallery Gachet, Fearless Media (part of DTES CAN) and W2 Community Media Arts Centre.

## BRANDING

*Access Gallery*

*Fall 2007*

Identity research and consultation for Access Gallery, a non-profit artist-run centre in Vancouver. Work included extensive research into Access's core audiences and branding proposal made to the board of directors, followed by design of a full set of identity materials.

## PUBLICATION DESIGN

*Joanna Wong & Family*

*Summer-Fall 2007*

Art direction of a privately printed book, *Wong Family Feast: Our Recipes and Stories*, funded by Milton Wong. Typographic design for complex text, commissioning of photographers. Part of an online history exhibit for the Museum of Vancouver.

## DESIGN AND MARKETING INTERNSHIP

*BC Transit*

*Summer 2007*

Within BC Transit's Marketing department: part of a large team, working within corporate identity guidelines. Lead design role on branding for new biodiesel program. Design work for "Be Part of the Solution" ad campaign won Canadian Transit Association's 2007 Green Design award, and was used on transit systems across Canada. Deadline-driven environment, balancing many projects.