

# Karen Riedler

KarenMRiedler@gmail.com - StudioRiedler.com - 858.442.9349



## Studio Riedler - Freelance (2012-2020)

### Graphic Design, Illustration, Video Editing - The Highlights

- 2021 ePowerSteering.com - Design, Technical Illustration, Webmaster
- 2020 NV5 Video Editor Technical Training Videos for SDGE
- 2019 Leonard DeSanti - Illustration - The Playland of Zon
- 2018 Creative Creature Brewery Mural
- 2017 McCain Inc. Product Catalog
- 2017 Stephanie Kahle - Book Illustration - My Daddy Slays Dragons
- 2017 San Diego Country Estates Recreation Center Mural

## Sr. Graphic Designer (2017-2019)

### TattooFun | Fashiontats | Coaster Culture Printing

- Established standards for saving and filing artwork from both licensed, client work and in-house brands.
- Prepped and communicated with overseas factories.
- Redesigned and Maintained Shopify store for FashionTats.com
- Worked within Zoho to create email campaigns and email templates for team.
- Worked with Magento to adjust graphics on main website.
- Prepped, proofed, sometimes designed, and provided Pantone color call-outs for clients seeking temporary tattoos, stickers, and coasters.
- Submitted artwork for the approval of licensing.
- Worked within Mailchimp to create email campaigns for holiday sales.

## Account Artist / Apparel Design (2015-2017)

### Fifth Sun Graphic Apparel

- Followed style guides to create designs for licensed and in-house apparel.
- Corrected and/or revise existing artwork for production and licensing.
- Created presentation materials for both pitches and tradeshow.
- Assisted in the design of custom fabrication for specialty garments.
- Tracked sales progress and made reports on current trends to present to art team.
- Approved art at each stage of development: sizing, ink colors, fabric dyes
- Organized samples and helped locate them when needed.

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## Administrative Assistant (2013-2015)

Sounds by Dave

- Recorded daily expenses, sales, quotes, and bills.
- Maintained eBay Store.

## Computer Lab Assistant (2010-2012)

California State University, Chico

- Tutored college students in Adobe software.
- Troubleshooted computers for professors and students.
- Performed regular updates on three labs of computers.

## Recreation Center Counselor (2006-2010)

Ramona Country Estates Recreation Center

- Helped children from grades K-6 in activities such as swimming, cooking, performing arts, crafts, and homework.
- Followed safety regulations at all times.
- Accompanied kids on field trips during summer.
- Managed groups of 4-12 kids independently.



## California State University, Chico

Bachelors of Art in Electronic Art and Painting/Drawing

- Main emphasis of degree focused on illustration and design using both traditional and digital mediums (Adobe Software).



## Fleet Science Center (2019)

Volunteer Graphic Design

- Designed characters to be used in a in-house designed knot exhibit.
- Assisted in creating the visual displays in Pause|Play exhibit.

## Ramona heART Barrel Auction

Volunteer Featured Artist

- Top Selling Artist 2 years in running.