

Cynthia L. Kramer | Senior Graphic/Production Designer

CONTACT

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PROFILE

Graphic/Production Design | Visual Communications | Digital Multimedia | Branding

- Award winning Graphic Designer. Team awarded a 2023 Silver Telly Award: Education & Discovery Social Video.
- 15+ years of highly successful graphic design and visual campaign delivery for federal and corporate clients.
- Propose solutions in concert with creative direction; communicate design decisions to client.
- Deliver complex projects on time/to budget and bring clients' vision to life.
- Flexible with decisions, constructive feedback, and juggling projects with changing priorities and challenges.
- Develop and execute effective high-end design, branding campaigns, support material in form of infographics, video, charts, graphs, and original art.
- Hold a Public Trust Clearance; Secret Clearance pending.

CORE STRENGTHS

Graphic Design	Web, Social Media Graphics and Ads	Prepress and Packaging
Desktop Publishing	Branding and Rebranding	Verbal/Written Communication
Multilingual Localization	Marketing Campaigns	Creative Suite: Acrobat, AEM, After Effects, Bridge, Dreamweaver
Art Production	Multimedia Projects	Illustrator, InDesign, Photoshop, Premiere Pro
Image Retouching/Manipulation	Windows/Mac Platforms	Microsoft Office Suite: Excel, PowerPoint, SharePoint, Visio, Word
Video Production/Editing Animation	Project Management	
Infographics	Client Relationship Management	
HTML/CSS and WordPress	508 Compliance	

PROFESSIONAL EXPERIENCE

Senior Graphic/Production Designer, CK Design | Clarksville, MD 2/2000 – Present

Contract and Freelance Graphic/Production Designer | Sole proprietor of CK Design with a Public Trust working with major private and federal organizations—some listed below. President of own company.

Envision, design, produce, and deliver high-quality, compelling, and creative marketing content for diverse public and private-sector clients. Build and grow strong working relationships with a wide range of clients. Practice transparency, deliver before deadline, work collaboratively, prioritize effectively, and bring clients' visions to life.

Effectively apply technical expertise with a wide range of industry tools and applications, including Adobe Creative and Microsoft Office Suite: InDesign, Photoshop, Illustrator, Acrobat, Premiere Pro, After Effects, Dreamweaver, Bridge, HTML/CSS, Microsoft Word, PowerPoint, Excel, Visio, Adobe Experience Manager, and SharePoint.

Select Major Clients:

Blue Sky Innovative Solutions | College Park, MD

12/2023 – Present | ad hoc

Contract Senior Graphic Designer: Work with Department of Homeland Security • Cybersecurity Infrastructure Security. Translates raw data and information into evoking infographics, charts and graphs used in agency PowerPoint slides. Polish slide material into a visually compelling proposal presentations. Other duties include creating Microsoft Word templates and forms, updating previous files and provide new concepts and designs for various print, digital and internal communication. Obtained a Public Trust, Secret Clearance is pending.

Department of Homeland Security • U.S. Immigration and Customs Enforcement | Washington, DC

9/2019 – 5/2024 | full-time **Contract Senior Graphic Designer:** Contract position through Red Carrot.

Located in Office of Public Affairs, providing graphic support by updating previous files and provide new concepts and designs for various print, digital, internal communication and social media projects.

Deliverables include: billboards, campaigns, one pages, posters (print and digital), reports, social media graphics, type treatment (logo) packages, web graphics and video. Perform image manipulation and create original art. Obtained a Public Trust.

U.S. State Department • Office of Language Services | Washington, DC **10/2010 – 11/2021** | ad hoc
Independent Contract Localization Specialist: Multilingual DTP & Art Production: Contract position. Never backing down from a challenge, provided expert multilingual desktop publishing, graphic design, and art production consulting services. Transformed English-language documents and supporting art, charts, and graphs into 50+ desired languages, including right-to-left/non-Latin-alphabet (such as Arabic) layouts in support of U.S. foreign policy goals. Performed image manipulation to provide “clean slate” for translation. Obtained a Public Trust.

U.S. Department of Transportation | Washington, DC **9/2018 – 9/2019** | full-time then ad hoc
Contract Senior Graphic Designer: Contract position through Aquent. Worked in Chief Printing and Publications Management Office providing solutions through graphic design. Fabricated new and rejuvenate existing designs using effective, modern, and fresh design. Deliverables included: brochures, flyers, invitations, posters, banners, and reports. Performed image manipulation and create original art.

ICF Consulting Group | Rockville, MD **11/2018 – 6/2019** | full-time
Contract Senior Desktop Publisher: Contract position through Sparks. Updated, formatted, edited, and produced USAID publications delivered to African countries. Updated and formatted support material in form of tables, charts, and graphs. Worked in English, French, and Portuguese.

U.S. Social Security Administration | Woodlawn, MD **5/2018 – 8/2018** | full-time
Contract Localization Specialist: Multilingual DTP: Contract position through Insight Global. Converted, formatted, updated, and edited publications into Arabic, Farsi, Vietnamese, and Aramaic; applied agency branding; ensured Section 508 compliance using Acrobat and CommonLook software.

Department of Health and Human Services | Washington, DC **10/2015 – 11/2016** | full-time
Contract Senior Production/Graphic Designer: Contract position through Aquent. As part of the Office of Inspector General team, developed and implemented agency branding. Conceived and implemented new format for large publications presented before Congress. Publications concisely delivered information via interactive PDF and were well-received. All publications 508-compliant. Team member redesigning section of HHS/OIG website making it modern and user-friendly.

Envisioned and created animated graphics for videos and infographics, charts, graphs, and manipulated images for publications. Updated design of agency reports. Found and worked with vendors for special projects.

Nielsen Audio (formally Arbitron, Inc.) | Columbia, MD **9/2007 – 4/2014** | full-time
 Contract position. Delivered professional graphic and production design consulting services. A valuable and versatility team member producing a wide variety of visual communications: advertising (static and animated), brochures, direct-mail campaigns, digital banners for Web and emails, display banners, emails, flyers, infographics, original graphics and support material, PowerPoint/Flash presentations, reports, and white papers. All material kept to corporate branding and guidelines. Client loved that I never backed down to a request or challenge. Rebranded, converted from Adobe to Microsoft; delivered 200+ documents to deadline for corporate brand transition. Independently produced 46-piece bilingual direct-mail testing campaign.

EDUCATION & PROFESSIONAL DEVELOPMENT

M.A., Publications Design, University of Baltimore

B.S., Sociology/Minor in Public Relations, Frostburg State University

Masters Certificate in Digital Multimedia and Web Design, Johns Hopkins University

Video Production and Editing Courses, Howard Community College

- Video Editing, After Effects, and Video Production