

Carol Swalter

- Art Director
- Senior Graphic Designer

Freelancer/Contractor

Kitchener, ON: 12/17–present

Working onsite or remotely from home office. Travelling to GTA for meetings.

Book Art Director

Rubicon Educational Publishing
Oakville, ON: 08/16–11/17

Designed various K to Grade 5 fictional Reader Books (8 to 36 pgs). Commissioned illustrators and provide detailed art direction for every illustration per book.

Senior Graphic Designer

Western University (year contract)
Creative Services Department
London, ON: 02/14–02/15

Projects: Viewbooks, cards and invitations, posters, direct mail brochures, an annual report, event signage, web/social media ads which supported the various Faculties, Alumni & Development teams, and Internal & External Public Relations.

Senior Graphic Designer

Community Health Plan of Washington
Seattle, WA: 05/09–01/10

Non-profit Medicare & Medicaid plans

Designed & copy wrote State-wide pieces for: Disease Management, Legislative Policy, IT, HR, and Marketing. Designed: print ads, direct mail campaigns, display signs, postcards, corp. communication materials, and plan benefit handbooks/directories. Set up new Mac design dept. Extensive photo editing to create new photo library. Hired printers. Reported to VP Marketing.

Magazine Art Director & Manager

DCD Home Magazine
Seattle, WA: 03/08–02/09

Art Director of multiple high-end magazines. Hired staff & freelancers. Designed, edited, and wrote copy for client ads. Scheduled and tracked all production aspects. Redesigned all inhouse branding.

CREATIVEHOTLIST.com/profile/cwalter/portfolio

carolwa10@gmail.com 519.993.3194

Senior Print Designer

Microsoft Game Studios
Redmond, WA
04/07–08/07; 04/02–09/02

Contracted for two seasons to design multiple User Manuals packaged with PC and Xbox video games. Adhered to a complex 30-week production schedule for a hand-off of print deliverables for national & international printing. Interfaced with the Marketing & UX teams, Developers, Localization, and Packaging departments.

Senior Graphic Designer

REI (Recreational Equipment Inc.)
Kent, WA: 02/03–08/06

The largest retailer/co-op in the U.S. selling high-end gear & apparel for multiple sport activities — 150 retail stores in 36 states.

Worked with production, print buyers, merch, editing, and photo departments to produce all retail sale flyers and all marketing pieces for their travel department, REI Adventures. Designed: retail signage, van wraps, postcards, direct mail pieces, POP pieces, logos, and REI's annual travel catalogues (72 avg. pgs). Transitioned 20-yr-old slide library into an enhanced digital one. Directed studio shoots. Photo edited. Approved color.

Senior Graphic Designer

Janet Church & Associates
Seattle, WA: 09/00–04/01

JCA was a B2B event-marketing firm, specializing in CRM programs in the high tech industry. They managed the logistics of high profile executive and trade conferences.

Set up new Mac design dept. Designed print/web materials for clients, such as Microsoft, Oracle, and Intel. Designed and edited new company marketing collateral. Determined costs & design billing time with PMs. Hired printers. Researched RFP opportunities. Reported to President & VP.

Senior Graphic Designer

Nintendo of America Marketing Dept
Redmond, WA: 09/97–09/00

Designed features for the monthly issues of *Nintendo Power* magazine. Designed and improved the pre-press production processes of top-selling Guidebooks (120 avg. pgs). Designed: E3 trade show brochures, logos, merchandise catalogues, trade ads, and POP pieces. Received rare "Outstanding" performance reviews.

Magazine Art Director

Horizon Air & Alaska Airlines Magazines
Published by Paradigm Communications Group
Seattle, WA: 09/93–09/97

Pre-press production and design of all editorial sections of the monthly in-flight airline magazine, *Horizon Air Magazine*. Maintained art budget. Contributed designs to *Alaska Airlines Magazine*. Approved color. Bought stock photos. Hired photographers and Illustrators. Signed-off at press checks.

Textbook & Direct Mail Designer

D.C. Heath Canada
Toronto, ON: 06/90–06/93

Designed: Grades 5 & 6 science textbooks for Manitoba, Teacher's Manuals; product catalogues, newsletters, direct mail flyers, and print ads. Also designed & copy wrote nationwide direct mail pieces for *Lexington Books*, a line of professional titles in the areas of Behavioral Science, Business, and Politics sold to secondary institutions and individual professionals. Devised all marketing plans. Purchased mailing lists.

Various Freelance Gigs

Highlight companies include:

Eddie Bauer; Macy's; The Lux Group; WA State Parks; Windermere Realty; Western University Ceremonies Dept; Great West Realty & Auction Company; Erwin Hymer Group North America

■ **DESIGN AWARDS** 2006 Gold Winner RACie Award: Direct Response category for the REI Adventures 2005 Travel Catalog; 1995-97 Winner of 5 SPJ Awards: (Society of Professional Journalists) Photography, Features & Covers for *Horizon Air & Alaska Airlines Magazines*

■ **EDUCATION** Wilfrid Laurier University: Honours English Literature and Language
Conestoga College: Six graduate courses in Social Media Marketing (Prof Dev 2015)

Letter of reference (2001) from Chairman & CEO of Janet Church & Associates. JCA went out of business 3 weeks after I was laid off (casualty of dotcom crash).

JCA Marketing
JCA Events
JCA Interactive

114 Alaskan Way South
Suite 100
Seattle, WA 98104
Tel: (206) 443-9673
Fax: (206) 443-9674
www.jcai.com

JANET CHURCH & ASSOCIATES, INC.

To whom it may concern:

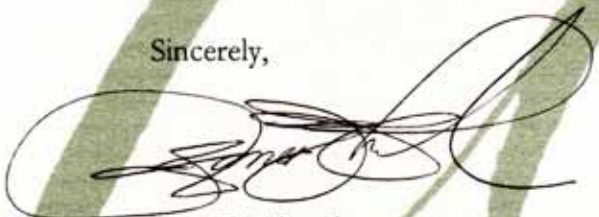
This letter is to provide a reference for Carol Walter. Carol worked at Janet Church & Associates, Inc. as a Senior Designer from September 18, 2000 through April 17, 2001.

Carol's skills as a designer are certainly excellent, but Carol provided so much more to JCA. Not only was she talented at her specific job requirements, but she contributed greatly to other creative needs within the company such as writing, editing, and development of new marketing concepts. In addition to these skills, Carol brings a professionalism and polish that is always an asset to any company. What I found most remarkable though, is her clear understanding of business as a whole and her willingness and ability to help others understand what the "big picture" is, as well as the job at hand. As a hiring manager, I'm sure you know it is rare to find all of these qualities in one person.

Due to conditions beyond our control, Janet Church & Associates, Inc. needed to reduce our work force, and unfortunately, Carol's position was eliminated. If I had the opportunity, I would definitely hire Carol back. I know Carol will contribute strongly to any company she chooses to join!

Please feel free to call me at (206) 443-8566 to discuss how Carol's talents can advance your business goals.

Sincerely,



Janet E. Church
Chairman & CEO



Positive feedback about my work from the VP of Marketing at REI and an excerpt from my REI performance review.

February 27, 2004

Dear Carol,

2003 goes down in history as one of REI's great turn around years. I can't remember a time when we were down \$10 million in the middle of year, and pulled through year-end not only by making up the deficit, but exceeding our original plan by almost \$11 million!

This feat delivered the kind of profit pool in 2003 that we are all privileged to be a part of. We delivered \$41 million to our members, \$2 million for environmental stewardship, and \$27 million for employees in the form of pension, profit sharing, and Xcels payouts!

Congratulations on your pre-tax Xcels payout of \$ [redacted]. Your delivery of compelling, inspiring creative design for the REI brand helped drive our sales this last year for all of our channels. Especially beautiful, was your work on the REI Adventures catalog. That piece put that business on the map as a desirable partner to plan adventure trips, and so far their sales are doing great as a result. Thank you!

2004 is off to a terrific start and your continued contributions will make a difference in how we perform this year, as well as the years to come. Thank you for your hard work, your commitment and passion to move REI further towards [redacted] place while maintaining our values outdoors!

Warm regards,

Atsuko

Atsuko ☺

*This is the amount according to the last print out I received

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P.O. BOX 1938 •



Section A - Performance Standards

1 Creative/Design Planning

Develop compelling, strategically sound concepts to support corporate communication briefs.
Actively participate in creative planning on all assigned projects.
Carol has exceeded on several levels of Creative/Design Planning. She lead the charge in a major redesign of the entire Adventures Catalog and rose to the challenge of redesigning and creating a new look for all 2004 Sale Flyers. Her work on the Adventures Catalog won the praises of her partners stating it was the best catalog they had delivered in it's 15 year history. Trip sales from the book are up 20% over last year and requests for the catalog are at an all time high. Carol's work on the Sale Flyer redesign has been undeniably challenging yet she remained optimistic in her approach and worked diligently to offer strong design/business solutions in her final layouts. The Spring Tech Manual should not go left unmentioned. This is a highly complicated and time consuming project that requires a great deal of thought. She forged a strong partnership with the writing team to offer thoughtful solutions. She worked to create an intuitive flow that is highly informative, well organized and brand right.

2 Project Management

Oversee & manage day-to-day implementation of the photography/art elements into layouts.
Manage workflow effectively to meet deliverables and deadlines.
Carol has gone above and beyond when it comes her dedication to her work. She puts in several over time hours and will do what it takes to get the job done and meet her deadlines. She takes her work seriously and consistently rises to new challenges. I would consider Carol exceeding

Positive feedback from the Microsoft Game Executive Producer I worked with on the game manual for Mass Effect. Also praise from the Creative Director of LUX who contracted me to design a Microsoft packaging project.

From: Chris Lassen
Sent: Friday, September 14, 2007 3:45 PM
To: Jorg Neumann
Cc: Matt Whiting; JoAnne Williams; Carol Walter (The Lux Group)
Subject: RE: Feedback on Carol

Thanks for the feedback, Jorg. I'll be sure to hand on your kudos to Carol. She's going to be in the interview loop for an FTE position here, so positive feedback is always good. And if she doesn't get that spot, maybe there will be CSG work next season.

Thanks,

Chris Lassen
Documentation Design Lead
Microsoft Game Studios
425.707.2370

From: Jorg Neumann
Sent: Friday, September 14, 2007 3:38 PM
To: Chris Lassen
Subject: RE: Feedback on Carol

Well deserved! Thank you very much for all your work and tolerance on Mass Effect. The final product is great ... thank you!

I also wanted to officially state that working with Carol was a very positive experience and that I hope MGS finds a way to work with her again.

Jorg Neumann
Executive Producer -- Microsoft Game Studios

From: "Ben Thompson" <ben.thompson@microsoft.com>
Date: May 23, 2007 8:15:30 AM PDT
To: "Carol Walter" <carolwa@comcast.net>
Cc: "Lynn Van" <lynn.van@luxworldwide.com>
Subject: RE: 4th proof_Microsoft OBA Kit

Hi, Carol - I see what you mean. The only thing that I can say is that the MS Brand Police can be wildly inconsistent. I think that the disc image will be fine--I understand your concerns, but the overall effect is a really good one.

I know that you've worked really hard on this--you may have been so close to the work that you don't see it, but I've got to tell you that you've done an amazing job here. This is a really beautiful piece.

Thanks very much for all of your hard work on this project. I'll send this off to Branding--I don't anticipate any changes at this point!

Ben Thompson
Creative Director
Lux
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Seattle, WA 98104
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www.luxworldwide.com