



Los Angeles, CA
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CAROL ANNE M^cCHRISTAL

RECENT EXPERIENCE

Head of Graphics

[MONOOQI](#)

Berlin, Germany

2014-2015

- __Guide the vision of the Graphics and Photography Team
- __Develop style guide and team-use templates
- __Translate desired moods, concepts and underdeveloped ideas into imagery
- __Produce on-brand marketing materials for print and web
- __Lead daily critiques, moodboard and revenue standups
- __Evaluate product imagery for site suitability
- __Manage department staffing, workflow, deadlines & budget

Senior Graphic Designer

[MONOOQI](#)

Berlin, Germany

2013-2014

- __Maintain & ensure imagery standards in a final QA capacity
- __Prepare campaign and daily sales materials for web
- __Work with Editorial Team to prepare daily & weekly email newsletters
- __Lead role in high-end retouching projects
- __Adapt designer-provided imagery to brand identity
- __Train, assist in managing and proof work of Junior Designers
- __Update livesite using backend (Magento)
- __Organize internal folder structure and file saving procedures

Graphic Designer

[MONOOQI](#)

Berlin, Germany

2013

- __Edit sourced-imagery and in-house photography for web (daily sales)
- __Retouch product imagery to insure a uniform aesthetic
- __Recolor and transform objects to match description as needed
- __Isolate or deep-etch products from backgrounds when necessary
- __Select product images for layout in accordance with style guide
- __Assist with high-end retouching projects

Freelance Artist

[NIGHTMARE CITY](#)

2009-2015

- __Video editing: digital & analog formats
- __Photograph artworks to create artwork documentation
- __Design publications & promotional materials (print & web)
- __Produce and install exhibitions, curate screenings
- __Prepare content and design layout for email campaigns
- __Build and maintain project website
- __Create, maintain & update project identity
- __Cultivate collaborative relationships with artists & arts professionals
- __Extensive consideration of esoteric topics

Regular Contributor

[ART PRACTICAL](#)

San Francisco, CA

2010-2012

- __Write in-depth reviews of art exhibitions
- __Work with editors to facilitate publication flow
- __Occasional contribution of feature-length articles

TOOLS/SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Premier

Adobe Lightroom

Adobe Illustrator

Adobe Muse

Final Cut Pro

Microsoft Office

HTML/CSS Experience

Photo Retouching

Layout Design

Brand Identity

Color Theory

Digital Video Editing

Typography

Digital Photography

Copy Writing

Highly Organized

Quick Study

Expert Figure-Outer

Collaboration-able

Administrative Knack

Focus under pressure & deadlines

EDUCATION

MFA in Sculpture

California College of the Arts (CCA)

BFA in Sculpture

with a minor in Gender Studies

University of Illinois (UIUC)

et CETERA

2015 Artist in Residence: AlterSpace Jail Cell

2012 Artist Residency: Zentrum für Kunst & Urbanistik

2012 Artist Residency: Vermont Studio Center

2011 Artist Residency: Skowhegan

2010 Artist Residency Program, ACRE



References available upon request.