

# Kara Kopec

## Experience

### **Designer at Midtown Athletic Club** *Chicago, IL • Nov 2019–Present*

Develop brand and sub-brand identity. Design content for print and digital marketing campaigns. Edit videos and create motion graphics. Improve UX of current website and overall prospect to member journey. Coordinate photo shoots and collaborate with multiple departments.

### **Freelance Graphic Designer** *Chicago, IL • Oct 2014–Present*

Create brand identity, logos, business cards, product packaging, brochures and illustrations for small businesses and non-profit organizations.

### **Designer at The Chicago Architecture Center** *Chicago, IL • Jul 2019–Nov 2019*

Designed print and digital collateral and advertisements for Chicago's architecture museum, tours, programs and events, including the annual citywide event, Open House Chicago.

### **Contract Designer at Grisko** *Chicago, IL • Mar 2019–Apr 2019*

Designed marketing materials for various companies. Designed Layout for Chicago Mayor election night event, including podium signage, step and repeat and directional signage.

### **Designer at ITALIAMO** *Chicago, IL • Jun 2014–Dec 2017*

Co-organized an evolving Italian language and cultural meet-up group. Created brand identity. Developed print and digital content. Managed social media outlets, including Facebook, Meetup, Instagram and Pinterest.

### **Other Positions Held**

Faculty Manager  
Account Manager  
English Language Arts Teacher



## Education

**Chicago Portfolio School**  
Design  
Apr 2018–Apr 2019

**California Institute of the Arts, Online**  
Graphic Design Specialization  
Dec 2016–Aug 2017

**University of Wisconsin-Madison**  
Bachelor of Arts  
Political Science / European Studies  
Sep 2008–Dec 2011

**Study Abroad**  
Brussels, Belgium - Jan 2011– May 2011  
Viareggio, Italy - Jun 2010– Jul 2010

## Skills

InDesign  
Illustrator  
Photoshop  
Illustration  
Painting  
After Effects  
Premiere Pro  
Google Analytics  
Asana

## Languages

Spanish  
Italian  
French

## Contact

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