

## CAROLYN HONDA

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ckhonda.carbonmade.com (for portfolio/art samples)

### Background Summary

Design and art directing experience melding the relationship between business and marketing aspects and the art of design, sensitive to deadlines and the practical needs of client as well as their brands. My goal with my clients is to combine great design with function and meet their needs for their piece. It's about problem solving

### Expertise includes:

- Art Direction • Graphic Design • Project Management • Photo Art Direction on Set and Location
- Powerpoint Presentations • Vendor Coordination • Supervision • Layout and Production

### ckhonda art direction & design

#### Freelance clients

Present

Responsibilities with freelance clients include handling projects from concept to finished piece. Responsibilities include concept, layout, art direction, photo art direction on set and location, vendor coordination (printers, photographers, stylists, production artists), scheduling, budgets and press checks for ads, newsletters, Identity Programs, Branding, Marketing, brochures, catalogs, letterhead programs and other types of collateral.

#### Entertainment:

- Disney Consumer Products • Disney Licensing • Warner Bros. Studio Stores • The Odyssey Network • Mattel, Inc.
- Ticketmaster • Digney & Co. Public Relations

#### Branding/Marketing:

- The Image Co • Pasadena Advertising • Coordinated Marketing (Sunfire Electronics, Stagegear Road Cases)
- Watson Wyatt Worldwide (Countrywide, The Aerospace Company, Jefferies, John Muir Health) • The Ear Institute
- Basic Lead • National Association of Television Program Executives (NATPE)

#### Retail:

- Speedo • Ambrosi West Coast Agency (Dayton Hudson, Service Merchandise, Liberty House, Marshall Fields, Kmart) • Los Angeles Times Marketing Department

#### Healthcare:

- Blue Shield • Kaiser Permanente • Saint Johns Health Center • Dr. Kasey Li -Sleep Apnea Center • Aesthetic Arts
- Advanced Acupuncture- Santa Monica

#### Staff experience:

Direct Mail Art Director

Responsibilities included art directing and managing home store catalogs from conception to final production working with merchants to produce visually appealing catalogs each month to showcase goods. This included: overseeing a layout artist, developing monthly sets and color schemes, scouting locations, hiring stylists, art direction an supervising photo shoots with 20 member crews on location and studio, overseeing production with production houses and color correction with vendors.

#### Recognition:

2005 MarCom Creative Award (Platinum Award - Aerospace Company. Retirement Program)

2008 Hermes Creative Award (Gold Award - Pharmaceuticals Retirement Benefits Program)

2008 MarCom Creative Award (Gold Award - Health Care Group 403(b) Program)

2008 MarCom Creative Award (Gold Award-Health Care Group Open Enrollment Program)

References available upon request.