



Graphic Designer & Publisher

Creative, hardworking, efficient graphic designer with a keen eye for detail who enjoys working independently or with a team. More than a decade of experience as a lead designer specializing in magazine layout (Adobe Creative Suite), copy editing, email marketing, advertisement, and website design. Founded, designed, published, and managed a successful glossy, bimonthly community magazine (distributing more than 700,000 copies) from 2008 through 2020.

"I am passionate about graphic design, and devoted to utilizing my skills remotely to help support and advance the work of small business owners."

Phone

Ph: 413-274-1122 (preferred)

Cell/Text: 413-854-7774

Email

kkregan@protonmail.com

Address

P.O. Box 133, Housatonic, MA 01236

Portfolio

visionary-publishing.com/portfolio

References

Available upon request.

Career Objective

Seeking full or part-time steady remote work, as well as short-term creative projects that provide an opportunity to capitalize on my technical skills and abilities.

Technical Skills

- Proficient in Adobe Creative Suite (InDesign, Photoshop, Acrobat). I work on an IMac and maintain a stock art account.
- Specialties include magazine layout, copy editing, and newsletter, advertisement, and website design.
- Adept in email marketing software such as Constant Contact, Robly, Mad Mimi, and more.
- Experienced in website design platforms including Squarespace and Weebly. Limited skills in WordPress.

Personal Skills

- Detail-oriented, organized, and efficient.
- Ability to work independently or as part of a team.
- Excellent written and verbal communication skills.
- Excellent time management and problem-solving abilities.

Education / Experience

- 1980s-90s: Graduated high school in Hawthorne, New Jersey, followed by several graphic design and business courses at Bergen Community College. Further graphic design training when employed at Jerry Valenta and Sons, Inc. and Baxter Corporation in New Jersey.
- 2008-2020: Successful magazine business owner with on-the-job graphic design, marketing, and management skills.
- 2021-present: Independent graphic designer.

Achievements / Portfolio

- Founded, designed, published, and managed a successful bimonthly, glossy community magazine for more than a decade. Lead graphic designer for layout, ads, and copy editing. Main contact for all publishing decisions, printer communication, and management of the sales team.
- Review portfolio at visionary-publishing.com/portfolio



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Detailed Work Experience

Lead graphic designer, editor, and publisher of a successful six-issue-per-year, FSC certified environmentally-friendly, glossy magazine from 2008 to 2020. Gained ample real-world experience in magazine layout and production, page design, and marketing material in particular. Working independently since 2020. Strengths and qualifications include:

- Significant experience collaborating (remotely and in person) with team members and external contacts including vendors, authors, advertisers, supporters, and the public. Coordinated and promoted monthly events and a number of nonprofit fundraisers.
- Enjoy all aspects of graphic design and utilizing project management software such as Google Drive, Asana, and Trello to coordinate tasks, streamline workflow, and enhance team efficiency. Able to comfortably follow production schedules and meet deadlines.
- Proficient primarily in Adobe InDesign, Photoshop, and Adobe Acrobat, but can also utilize online design software such as Canva as necessary. Experience using Apple's Pages, Microsoft Word, and online publishing platforms such as ISSUU, Calaméo, and Joomag.
- Adept at email marketing software including Constant Contact, Mad Mimi, and Robly. Quick learner and always excited about learning new apps and attaining new skills.
- Worked closely with several offset print vendors for more than a decade that have the capability to print high-end, high-volume material (including magazines, factsheets, rack cards, fliers, and more) and offer direct mail services. Experience includes the selection of publication binding, print signatures, and environmentally-friendly FSC-certified paper to meet budgetary requirements (paper quality, sheet stock weight, and water-based aqueous coatings), working with proof readers, overseeing production, reviewing online digital and hardcopy printer proofs, making final modifications to ensure the quality of printed materials, and distribution.
- Skilled in photo editing and manipulation, retouching (including color correction, lighting, and enhancement to achieve desired visual aesthetics of images), and appropriate resizing for print and web optimization.