



**CAROLYN R. FINK**  
5202 Greenhill Street  
Portage, MI 49024  
(269) 290-2017  
www.carolynfink.com

## EMPLOYMENT HISTORY

### Self Employed – Portage, MI Freelance Graphics and Web Design

**August 2019 – Present**

Job Description: Print and web materials.

Major Clients: Lawton King Fricke, various clients; Stryker Medical.

### McCrosky Marketing Communications – Kalamazoo, MI

#### Lead Graphics Designer/Art Director

**December 2014 – July 2019**

Job Description: Print and web graphics, logos, brochures, promotional materials, magazine ads, postcards, conference catalogs, signage, booth graphics, social media graphics, email blasts, and more.

Major Clients: National Stone, Sand & Gravel Association; Society for Mining, Metallurgy and Exploration; Stulberg; Kalamazoo River Valley Trail and more.

**July 2013 – December 2014 – *freelance as needed***

Job Description: In charge of print designs, logos and brochures for various clients as needed.

Major Clients: National Stone, Sand & Gravel Association; Society for Mining, Metallurgy and Exploration; Kalamazoo River Valley Trail.

**January 1994 – January 2002**

Job Description: Print production and creative works.

Major Clients: Zondervan Publishing, Zonderkids Products, Lafarge Cement Corporation, Viking Corporation, Viking SupplyNet, Bank of Lenewee, Bank of Washtenaw, Anderson Steamatic, and Housing Resources Inc.

### Kalamazoo Institute of Arts – Kalamazoo, MI

#### Intermediate Welding Instructor

September 2013 to 2019, presently on call as needed

### Prima Communications – Schoolcraft, MI

#### Lead Graphics Designer/ Art Director

**October 2012 – December 2014**

Job Description: Print and web materials.

Major Clients: Commonwealth Edison, Walter T. Kelley Beekeeping Products, Inter-source, River Country Tourism, Village of Schoolcraft, West Michigan Cancer Center, Corey Lake Orchards

### Self Employed – Portage, MI

#### Freelance Graphics and Web Design

**May 2011 – October 2012**

Job Description: Logos and print materials, business cards, postcards, signage, magazine advertising, brochures and catalogs.

Clients: RecoverE, Michigan Lifestyle Properties, Sweet Spot Marketing, Black Lab 5, McCrosky Marketing, Signature Artists Group.

**March 2003 – September 2008**

Job Description: Logos and print materials, business cards, postcards, signage, magazine advertising, brochures and catalogs.

Clients: Stryker, Unison Design, Newman IT, CyberMIND, Smartshop, West Michigan Clay, Wechter Guitars, Eerdman's Publishing, Kalamazoo Bicycle Club, Kalamazoo Emergency Associates, Kalamazoo Film Society, Cameo Multi Media, Black Lab 5, and Bell's Beer.

### Western Michigan University/Student Affairs Marketing and Design Department – Kalamazoo, MI

#### Assistant Director of Marketing

**September 2008 – April 2011**

Job Description: Management of multiple web and print projects, photography, video, production and design team scheduling. Performed web maintenance and updates, art direction and supervision of student employees.

### Cameo Multimedia, Kalamazoo, MI

#### Contract Designer of Interactive Interfaces

**February 2002 – March 2003**

Worked closely with programmers to create and animate interactive educational interfaces for Michigan Virtual High School, Michigan Supreme Court, and PlayThinkWin.com

## EDUCATION

Bachelor of Fine Arts - Advertising Design, Kendall College of Art and Design, MI

Poetry and Prose – Creative Writing

## SKILLS AND ABILITIES

InDesign, Photoshop, Illustrator, Wordpress, Dreamweaver, Prezi Presentations, Flash, Quark Express, Word, Excel, Acrobat, PowerPoint, Mac Video Editing, Artistic Welding.

## AWARDS and ACCOMPLISHMENTS

### Graphic Design:

NSSGA has won several marketing awards for print materials I have designed for them since 2015.

Have had SME client repeatedly tell me "You make us look good!"

Designed HopSlam beer label for Larry Bell, which was named beer of the year in 2008, and still in the top 50 at Ratebeer.com.

Won several local Addy Awards during my years with Earle Palmer Brown.

Have had a few designs featured in PRINT magazine.

### Artistic Welding:

2019: I've been selected by the City of South Haven to start a large sculpture to be installed downtown.

2018: Having just ended another successful sales year, I can say I have sold almost everything I made.

2012: Signature Artists declares I was the artist showing the biggest increase in sales – 600% over the previous year.

2005: I won a grant from the Arts Council of Greater Kalamazoo. The result was a year of in studio skill development and experience making and selling my work. The year ended with an event at the Smartshop Gallery, and raised money for the Kalamazoo American Red Cross, Local Relief Fund.

## VOLUNTEER HISTORY

Regular volunteer for the Kalamazoo Institute of Arts, including the big holiday sale and teaching during the Hot Date Night classes.

Sunday School Teacher, 6 years at Prince of Peace Lutheran. This includes two years taping and editing the kids Christmas Video.

Portage Northern Swim Parent Volunteer, 4 years.

Portage Northern Marching Band Parent, 4 years.

Girl Scouts of America, Assistant Leader, 5 years

Smartshop volunteer, graphic design to Art Hop set up and more.