

CAROLINE OKUN

Design Director

CONTACT

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PROFILE

Experienced Designer with a demonstrated history of branding, brand positioning, art/design direction, and web design in the biotech, textile, and non-profit sectors. Skilled in project management, partnership development, UI design, and art direction. Passionate individual who loves to collaborate and learn, utilizing strong and persuasive oral and written communication skills. Comfortable working independently or leading a team. Focus on being a strong mentor who nurtures relationships with team members based on experiential learning and discovery.

EXPERIENCE

LAUNCHBIO

Design Director | November 2017 - present

Head of design for non-profit organization that creates community for life science and biotech companies in 9 US cities. Creative direction and execution for all visuals and collateral representing the brand—online and print. Art direction, project management and upkeep for website. On-site brand ambassador for organization in Durham and Cambridge.

BRAINS ARE PRETTY

Creative Director | June 2006 - present

Freelance print, web, and UI work for NC Department of Justice, Altis Biosystems, CloudFactory, Feedtrail, Creo Inc., SyncStudio, UNC-Chapel Hill, Durty Bull Brewery, Riot Energy, The Sato Project, and NC IDEA. Projects included book design,

SPROUT PATTERNS

Director | April 2015 - April 2017

Creative Director and Engineering Project Manager for startup division of Spoonflower, Inc. Spearheaded business development & new partnerships, maintained relationships, and developed strategic marketing plans to maximize traffic and profits for Sprout and each partner. Managed team that built products from existing ideas and developed new ideas based on industry knowledge, competitive analysis and customer feedback. Responsible for daily oversight of brand.

SPOONFLOWER

Design Director | July 2011 - April 2015

Art Director/Visionary with a harmonious blend of creative thinking and hands-on execution skills, working as part of the engineering and marketing teams. Played a pivotal role in the creation and growth of the Spoonflower brand as the creative director, sole graphic designer and photographer. Responsible for the visual overhaul of the Spoonflower site and collateral that resulted in 50% growth year over year.

LULU.COM

Senior Designer | June 2007 - June 2011

Responsible for conceptualization and implementation of design solutions that actualized marketing strategies from start to completion. Utilized specialized knowledge of methods and techniques of graphic design and layout. Focus on high-level executive and client interaction skills.

RED HAT

Graphic Designer | December 2004 - August 2006

Created print pieces, event collateral, web banners, and logos. Worked directly with a variety of internal and external clients/partners including IBM, Intel and Hewlett Packard.

EDUCATION

NORTH CAROLINA STATE UNIVERSITY

Bachelor of Graphic Design // 2006 // Magna Cum Laude

KATHOLIEKE UNIVERSITEIT LEUVEN

Masters in European Studies // 1992

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Bachelor of Arts in Psychology // 1990 // Highest Honors

SKILLS

ACCOMPLISHMENTS

- Develop and evolve brand in digital, print, and interactive spaces
- Art director and project manager for website overhaul
- Responsible for creative in new site roll out
- Assisted in expansion to 6 major US cities
- Participate in monthly networking events in multiple cities

ACCOMPLISHMENTS

- Designed annual reports that resulted in increased yearly giving
- Produced national informational guides for NC Attorney General
- Responsible for brand creation for SyncStudio and Amy Tiemann
- Led and implemented rebranding for Durty Bull, Creo & Riot Energy

ACCOMPLISHMENTS

- Built site and brand from scratch
- Led strategy that resulted in yearly sales over \$150k
- Developed contracts with 15 partners and 130 patterns
- Generated B2B partnerships
- Managed team of developers to develop Sprout API

ACCOMPLISHMENTS

- Designed original logo and website identity
- Developed visual brand for international site
- Saved company \$50k/yr with in house photography and video
- Advocated for and designed green marketing solutions
- Redesigned contest voting interface

ACCOMPLISHMENTS

- Innovated vintage visual style adopted for company collateral
- Developed brand book and employee handbook
- Official Staff photographer
- Designed interface for DIY book/calendar software
- Created templates for cover art software tool

ACCOMPLISHMENTS

- Created visuals for One Laptop per Child initiative
- Designed water bottle packaging for in-house use

Adobe Creative Suite

Adobe Premiere Pro

UI/UX Design

HTML & CSS proficiency

Prototyping and Persona Creation

WordPress blogging

Mindful and skilled presenter

Spoken fluency in German and Swedish

Professional voice-over talent