

Kari White

SR. GRAPHIC DESIGNER

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Portfolio: kariwhitedesign.com

Passionate about helping small to mid-size companies grow, I help them build and enhance their brands while controlling costs and managing timelines.

Professional Experience

Senior Design Specialist – Cogentix Medical – 07/07 to present

Cogentix Medical, an international medical device company, manufactures products for the minimally invasive treatment of urinary incontinence and an innovative line of endoscopy systems. I was hired as a Marketing Communications Specialist to provide design and project support. In 2008, I was promoted to Sr. Design Specialist.

- * Develop visual brand for Cogentix Medical in 3 months after Uroplasty and Vision Sciences merged in April 2015
- * Create a transition plan for the re-design of all Uroplasty and Vision Sciences printed and digital materials that minimizes waste and prioritizes key sales support materials
- * Coordinate the transition of marketing material fulfillment to an off-site vendor to ease strain on internal resources and improve efficiency. The new program allows marketing to monitor inventory levels closely, avoid back orders, minimize waste, and reduce yearly printing costs
- * Implement template-based designs for commonly used materials to make new document creation easier; create a print production process that quickly and easily communicates print specifications and pricing for reorders

Creative Project Manager – Carlson Marketing Group – 10/05 to 07/07

Carlson Marketing Group is a privately owned loyalty marketing firm supporting clients like Northwest WorldPerks and Radisson Hotels. I was hired as a Creative Project Manager for hotel loyalty program, Goldpoints Plus.

- * Act as the primary liaison for the GoldPoints Plus program, develop time lines and project quotes, allocate resources, and manage conflicts to ensure project deliverables are completed on time
- * Manage GoldPoints Plus re-branding project

Design Associate – Synovis Surgical Innovations – 02/02 to 10/05

Synovis Surgical Innovations manufactures soft tissue repair, staple line reinforcement, and surgical tools. I was hired as a Communications Assistant, and one year later I was promoted to Design Associate.

- * Write and edit submissions for the monthly newsletter, coordinate production and distribution
- * Design print materials and contribute to website design after a corporate re-brand

Marketing Project Manager – Magellan Medical Services – 06/97 to 10/01

Magellan Medical Services specializes in clinical specialist staffing, product launch strategy, and market research for the medical device market. I was the company's first full-time employee (administrative assistant) and later promoted to Marketing Project Manager, responsible for overseeing market research projects, data collection and report design.

Education

University of St. Thomas – Bachelor's Degree – Business

Work Study: Research Assistant, Event Coordination (St. Thomas Diversity Conference, 1996) and Ad Placement