

KARAH FORCE

Graphic Designer

425 South Hubbards Lane, Apt. 206
Louisville, KY 40207
karahforce@gmail.com | (517) 610-9514

"My favorite part of any task is creative problem solving. The more tools on your belt, the more interesting the process becomes. I love the challenge, process, and (fingers crossed) the result!"

WORK EXPERIENCE

Litchfield Analytical Services; Litchfield, MI.....April 2017 - Present
Assistant Director of Operations & Lab Technician

Freelancer; Louisville, KYApril 2016 - Present
Graphic Design

Litchfield Analytical Services; Litchfield, MI.....Aug. 2008 - Present
Web Designer & Developer: litchlab.com

Classical Latin School Association; Louisville, KY.....Mar. 2012 - April 2016
Senior Graphic Designer

Memoria Press & Online Academy; Louisville, KY.....Aug. 2009 - April 2016
Senior Graphic Designer

Campus Quilt Co. & The Quilt Loft; Louisville, KY.....Aug. 2009 - April 2016
Senior Graphic Designer

Highlands Latin School; Louisville, KY.....Aug. 2009 - April 2016
Senior Graphic Designer

Santa Claus Publishing; Quincy, MI.....June - July 2009
Freelance Illustrator

Saginaw Valley State University Business & Entrepreneurial Department; Saginaw, MIJan. - June 2008
Student Graphic Designer

Billy Goes Hunting by Matthew Butler; Saginaw, MI.....Feb. - Aug. 2007
Freelance Illustrator

Saginaw Valley State University; Saginaw, MI.....Feb. 2006 - April 2008
Desk Manager

Hillsdale College; Hillsdale, MIMay - Aug. 2005
Lifeguard, Customer Service

Community of Litchfield; Litchfield, MI.....May 2003 - Aug. 2007
Lifeguard, Customer Service, Janitor

VOLUNTEER EXPERIENCE

National Association of Professional Women Feb. - June 2016
Louisville Chapter Secretary

The Smooth Obturators; Louisville, KY..... May 2015
T-shirt Design

V-Wellness; Louisville, KY April - June 2015
Identity & Web Design

Get Active, Get Healthy; Louisville, KY April 2014
Website Creation & Training

St. Brendan's Reds; Louisville, KY May - Sept. 2014
Logo & Brochure Design

Immanuel Baptist Church; Louisville, KY Oct. - Dec. 2014
Missions Brochure Design

References available on request.

SKILLS

- Print, digital, identity, web, package, tradeshow, and publication design
- Web & e-commerce development
- Marketing/advertising
- Illustration
- Photography
- Simple video & animation
- Promotional clothing & products
- Social media
- Project & file management
- Customer service
- Employee training
- Shipping/distribution
- Time management & organization

EDUCATION

Bachelor of Fine Arts: Graphic Design

Saginaw Valley State University
Saginaw, MI
2004 – 2009
GPA 3.912

SOFTWARE

Adobe Creative Suite CS5, Adobe Premier CS5, Dreamweaver, Final Cut Pro, Drupal, Word Press, WooCommerce, Mail Chimp, Volusion, Microsoft Office, Dropbox, Google Drive, Wamp Server, iDevAffiliate, HTML & CSS, MySQL, Windows OS, Mac OS



LITCHFIELD ANALYTICAL SERVICES

litchlab.com

OVERVIEW:

This website utilizes a simple design, easy to navigate by the senior or junior farmer due to its speed, clean presentation, and menus. The site's theme adjusts to multiple screen sizes and it also mobile-friendly. At its core, this site employs elementary HTML and CSS styling.

The symmetry, cleanliness, and table reflections in the photo communicate the sanitation one expects from a laboratory, while retaining the raw energy of the items tested (feed, soil, manure, etc.). The subtly vibrant greens and warm earthy tones further convey a sense of outdoors their customers are comfortable and familiar with.

The screenshot shows the Litchfield Analytical Services website. The browser address bar displays "LITCHLAB.COM" and "litchlab.com". The header includes the company logo, name "LITCHFIELD ANALYTICAL SERVICES Agricultural Testing Laboratory", and a "Payment & Invoicing" button with a PayPal logo. A navigation menu lists "Home", "Animal Nutrition", "Agronomy", "Environmental", and "About". The main content area features a large image of laboratory glassware and samples. Below the image are three sections: "Quality Testing" (PERSONALIZED SERVICE SINCE 1982), "History" (LOCALLY OWNED IN LITCHFIELD, MICHIGAN), and "Credentials". A "Quick Links" sidebar on the right lists various services like Feed & Forage, Mycotoxins, and Soil. The footer contains copyright information and contact details.

Quality Testing

PERSONALIZED SERVICE SINCE 1982

Locally owned in southern Michigan, Litchfield Analytical Services has built a solid reputation in the Midwest for quality testing, personalized service, and quick turnaround. We are committed to maintaining this reputation as we grow. LAS offers testing for many varieties of samples—feed, forage, grain, soil, greenhouse media, fertilizer, manure, lime, water, plant tissue, and even lawn/garden.

Our staff is trained and experienced which ensures accurate and reliable results. We use modern, well-maintained, and daily-calibrated equipment to perform valid analytical procedures as prescribed by the Association of Official Analytical Chemists (AOAC). Standard operating procedures include precautions to prevent contamination and provide a safe working environment.

History

LOCALLY OWNED IN LITCHFIELD, MICHIGAN

Litchfield Analytical Services was founded in 1982 to provide feed and forage analysis services for livestock producers, nutritionists, feed dealers, and feed manufacturers. We have offered both Wet Chemistry and Near Infrared Reflectance Spectrophotometry (NIRS) procedures since 1984. The agronomy department was added in 1998.

Credentials

The National Forage Testing Association (NFTA), National Hay Association (NHA), American Forage and Grassland Council (AFGC), North American Proficiency Testing Program (NAPT), and Minnesota Department of Agriculture (MNDA) accredit Litchfield Analytical Services for laboratory testing proficiency. We participate in the sample exchange program with the Association of Florida Phosphate Chemists (AFPC) and we are members of the Michigan Agri-Business Association (MABA).

Quick Links

- ▶ Feed & Forage
- ▶ Mycotoxins
- ▶ Horse Nutrition
- ▶ Soil
- ▶ Fertilizer & Lime
- ▶ Manure
- ▶ Plant Tissue
- ▶ Water
- ▶ Heavy Metals
- ▶ Pesticides
- ▶ Pricing & Forms
- ▶ Sending Samples

© Litchfield Analytical Services (517) 542-2915 litchlab@qcn.net Pricing & Forms Terms & Conditions



Example individual product cover art

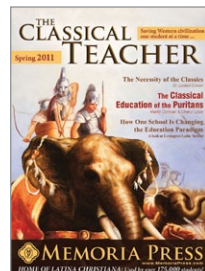
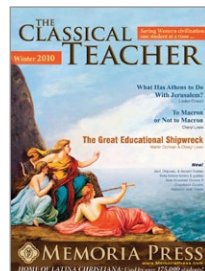
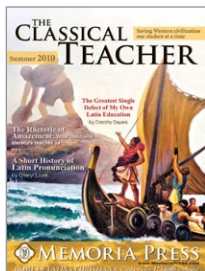
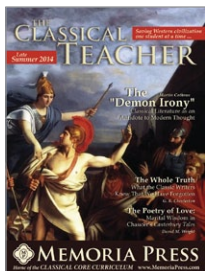
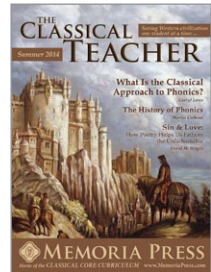
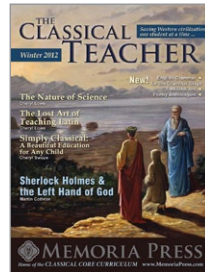
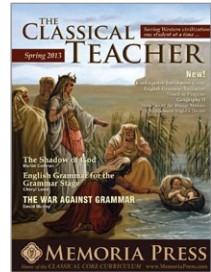
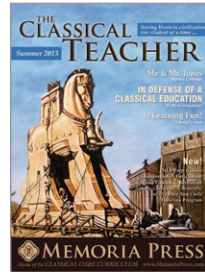
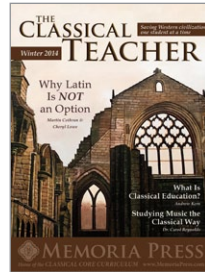
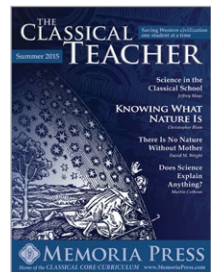
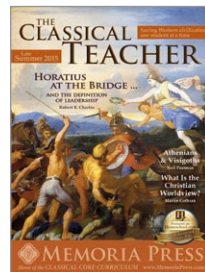
MEMORIA PRESS

memoriapress.com/classical-catalog

OVERVIEW:

The Classical Teacher, a 56-page, full-color, quarterly magazine, is Memoria Press' most effective marketing tool. It includes news, articles, events, advertisements, and over 1,000 product images for which I also design most of the cover art. I am responsible for creatively constructing each page consistent with the themes and direction of the magazine's editor. It requires design, illustration, photography, project management, time management, file management, and teamwork skills.

In addition, I am responsible for designing books, advertisements (print and web), tradeshow displays, packaging, promotional items, and more. I have also played a significant role in website creation and management, as well as training and hiring employees.



Cover samples of past issues

HIGHLANDS LATIN SCHOOL

thelatinSchool.org - Louisville
indylatinSchool.org - Indianapolis

OVERVIEW:

HLS is a private school owned by Memoria Press. I have been responsible for updating their website, InDesign training, and creating their promotional materials, including billboards, signage, postcard mailers, print ads, news publications, diplomas, course catalogs, etc. I am head of the Spirit Wear Project, an all-inclusive enterprise from selecting and designing apparel to inventory management, ordering, distribution, and advertising.

Highlands Latin School Spirit Wear View this email in your browser

HIGHLANDS LATIN SCHOOL

Spirit Wear 2014-2015

Order Deadline: November 14

HLS Spirit Wear is back and better than ever! We have all your favorites from last year along with new designs and additional sizing, so you can find the perfect fit.

Catalog & Order Form

More Information

What's New?
Lower Pricing
New Designs
New Clothing Options
New Accessories
More Ladies & Tall Sizes

Free Latin T-shirt
See Catalog & Order Form for more information.

Special Thanks
HLS Spirit Wear is a non-profit project meant to promote the school within the local community and encourage camaraderie within the school itself. Your generous financial support and volunteer work make this project possible. We value all involved and hope that these items act as a reminder of all we are able to accomplish together as we devote ourselves to the academic success of our students.

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You are receiving this email from: Highlands Latin School/Student Life



Illustrated Athletic Mascot



Academic Logo



Billboard 2014

HIGHLANDS LATIN SCHOOL
Classical Christian Education for K-12

- ✓ Top 1% in the Nation 10 years in a row
- ✓ 38% National Merit Semifinalists
- ✓ 1st in Louisville on the ACT

Choosing the right school is the most important decision you will make for your child.

TheLatinSchool.org

Advertisement for Towers News Publication

A QUARTERLY PUBLICATION OF HIGHLANDS LATIN SCHOOL

The Highlands Spring 2010
JOURNAL

Dear Parents, Students, and Friends of HLS,
Quibus tua stultitia. Etenim aut que non huiusmodi operationem...
IN THIS ISSUE:
Editorial
Departments
Features
Columns
Current Events
Administration

Journal Publication

OPEN HOUSE
Please join us on Sunday, October 26th
Discover the benefits of a classical education, visit classrooms, and view campus.

Direct-Mail Invitation

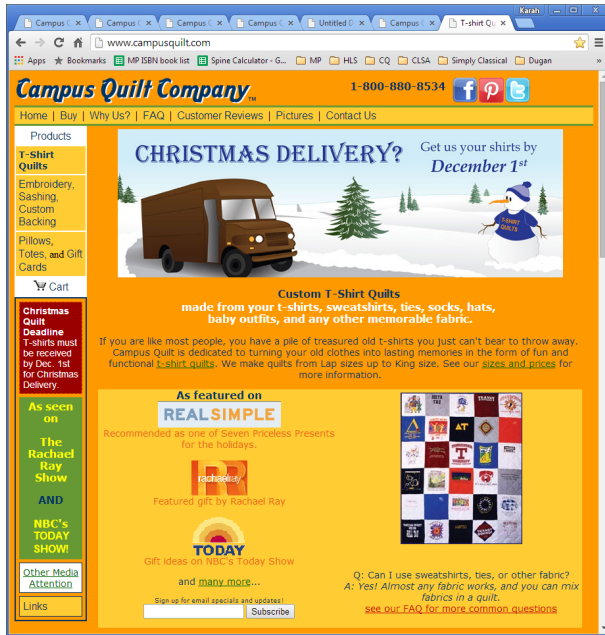
CAMPUS QUILT COMPANY

campusquilt.com

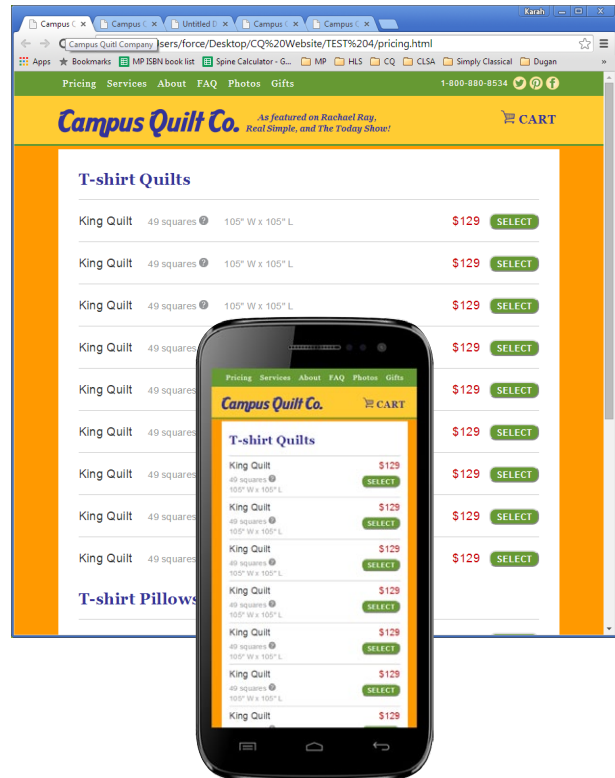
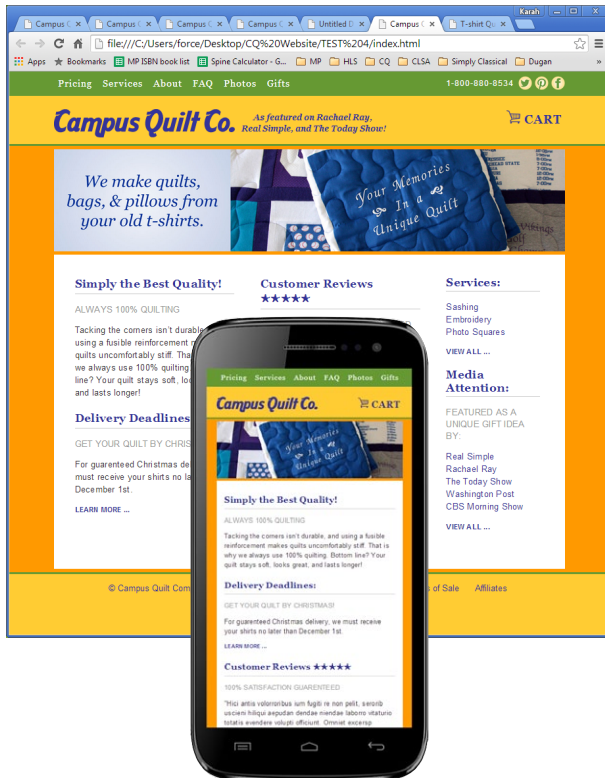
OVERVIEW:

The goal of this redesign was to reduce bounce-rate and order completion time by implementing clear visual hierarchy and user-friendly navigation. This required that I not only address the aesthetics, functionality, and information-base of the website itself, but also coordinate packaging, printed literature, and training for customer service representatives. CQ also wished for a design that would maintain its current logo, color scheme, and primary layout, so as not to shock return customers.

CURRENT



MY SUGGESTED DESIGN

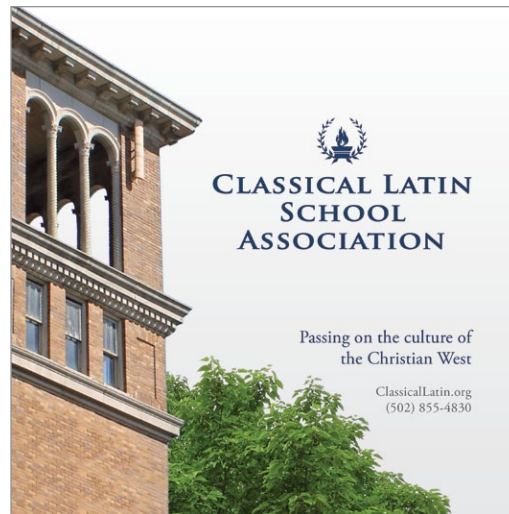


CLASSICAL LATIN SCHOOL ASSOCIATION

OVERVIEW:

The CLSA features a classic logo with laurel leaves and flame. The logo, brochure, and banner designs are simple, clean, and collegiate. Related projects included website, ad, promotional products, stationary, and flyer designs.

classicallatin.org



Brochure Front & Back Cover

MEMBERSHIP

- ✓ Assistance with online exposure for your school, marketing your school in your community, and education resources
- ✓ Discounts on off-site and discounted course professional development reviews for your teachers, staff, and directors
- ✓ Discounted consultation services on curricular and instructional issues for teachers and staff.
- ✓ Free online teacher resources

Becoming a Member

- ✓ Download, complete, and submit the application for standard or partner membership online at www.ClassicalLatin.org
- (List of current members available online)

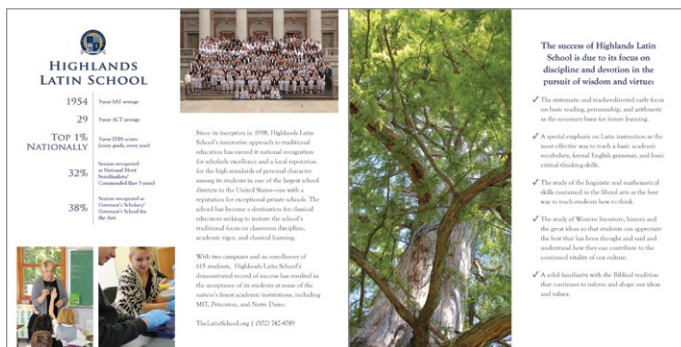
Becoming Accredited:

- ✓ Become a CLSA member (see right)
- ✓ Complete the accreditation questionnaire and application
- ✓ Complete Self-Study Report documenting school's ability to meet CLSA standards.
- ✓ Invite visit to confirm school's compliance with these standards.
- ✓ A review and evaluation by CLSA on the school's compliance with CLSA accreditation standards and a timely determination of the school's accreditation status.

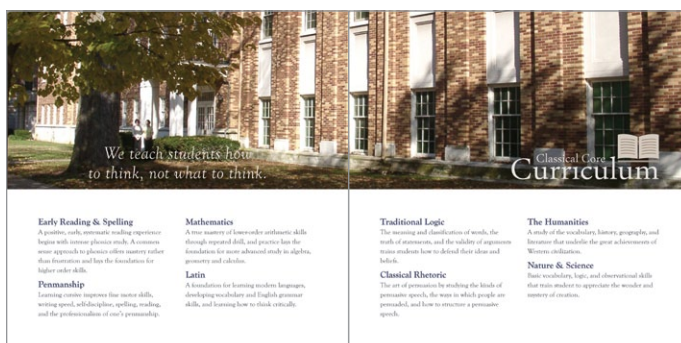
ClassicalLatin.org | (502) 855-4830



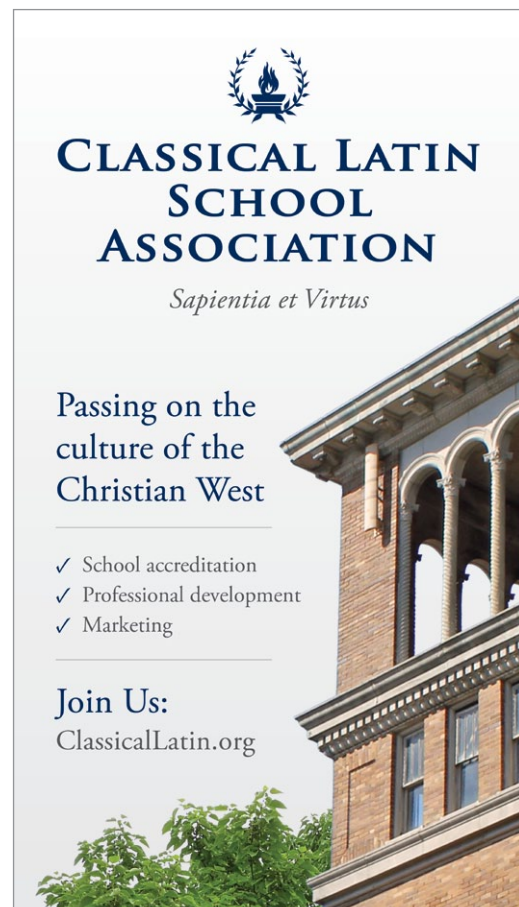
Brochure Sample 1



Brochure Sample 2



Brochure Sample 3



Tradeshow Banner

VOLUNTEER PROJECTS

I enjoy volunteering my design skills within the local professional community. It is a fun way to make new connections and I believe by helping entrepreneurs look professional, my work helps strengthen the local economy.



ST. BRENDAN'S REDS Wild Alaskan Sockeye Salmon

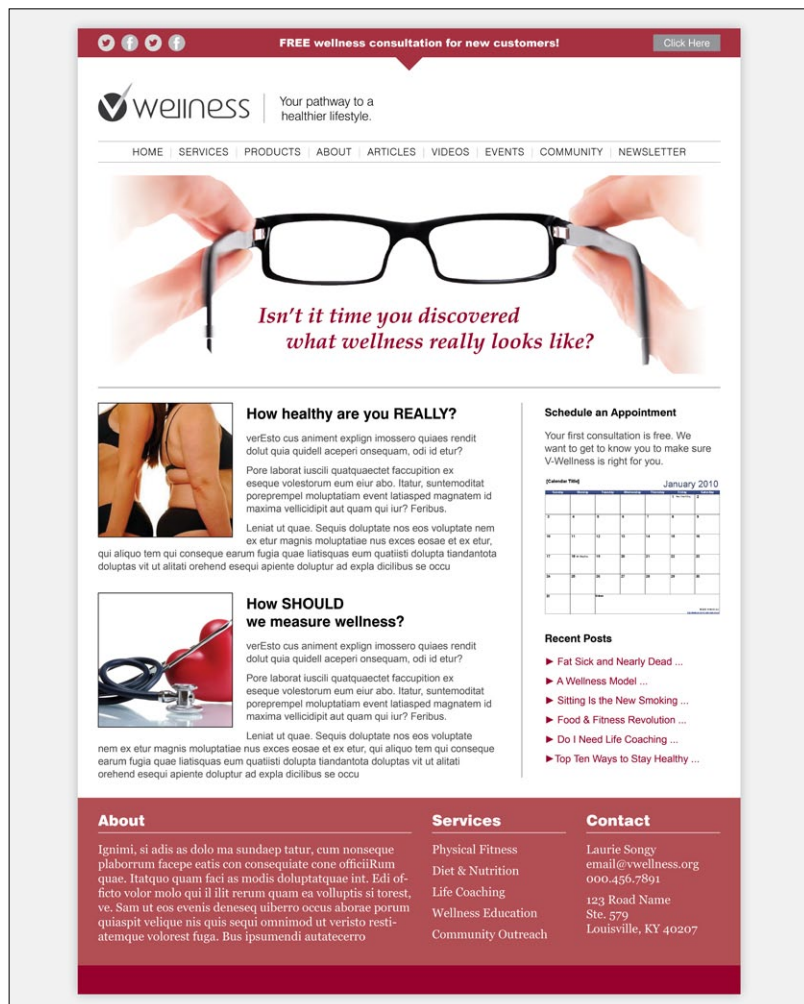
Logo & brochure design for local fisherman David Wright:
stbrendansreds.com



Logo & t-shirt design for a local band:
facebook.com/TheSmoothObtutors



Logo, t-shirt, & website proposal:
wellness12.com

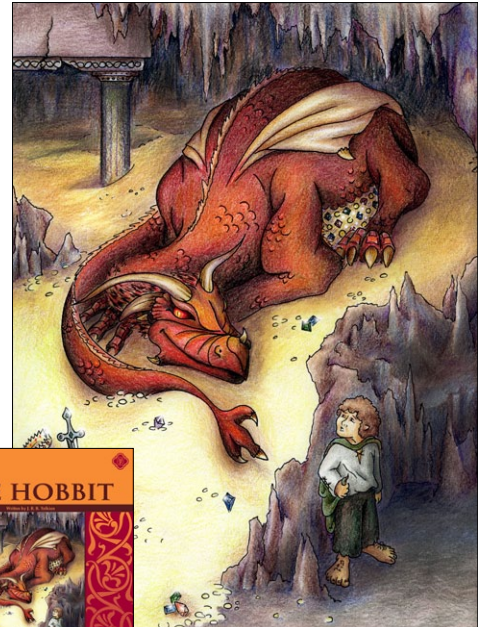


ILLUSTRATION

Illustration has always been my guilty pleasure. It allows me to incorporate my fine art skills in a design setting. I have experience with several mediums and enjoy layering to produce unique results.



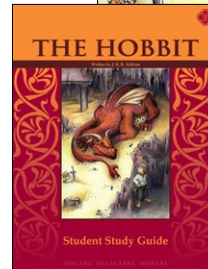
Memory game, hand-drawn & digitally painted



The Hobbit Student Guide, colored pencil & digital media



Magazine spread, oil pastel & digital media



Billy Goes Hunting, hand-drawn & digitally painted

OTHER MEDIA

I have worked with watercolor, acrylic, gouache, oil, woodblock printing, ceramics, pencil, ink, charcoal, pastel, sculpture, mixed-media, photography, and more.



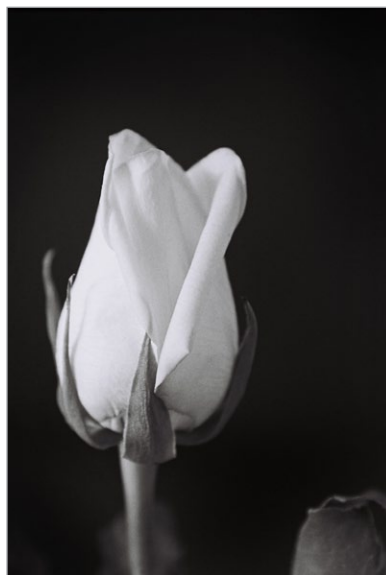
Santa Claus Publishing, oil on canvas



Portrait Study, pencil on paper



SLR 35mm, digital painting



Flower Series, 35mm silver photography