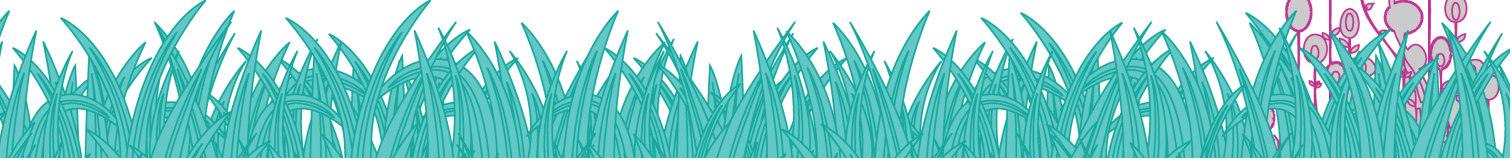


Lara Kocab

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Summary

Confident, highly energized, effective and persuasive creative professional with extensive experience in a broad range of disciplines in the marketing and advertising industries. Detail and results oriented with a proven ability to demonstrate flawless execution and implementation of creative strategies, and a successful record of managing multiple tasks simultaneously.

A solution provider highly experienced in transforming ideas into visually, strong, impactful, and persuasive images. Possesses deep and varied production experience, as well as imaginative and effective web design capabilities. Able to manage projects from conceptualization to development to completion.

- A fiercely determined performer who consistently completes projects on time and on budget, never hesitating to “burn the midnight oil” to get the job done. Accustomed to collaborating with copywriters, producers, designers, illustrators, and web programmers, always building and maintaining win-win relationships.

Core Competencies

Web Site Design • Print Design • Conceptualizing • Print Production • Copywriting • Customer Communication Layout • Production • Photo Retouching • Typography • Cost Estimation • Brochures • Direct Mail • Print Ads and Posters • Signage • Business Acumen • InDesign • Illustrator • Flash • Photoshop • QuarkXPress • Macromedia Dreamweaver

Experience

Montfort Advertising

Chicago, IL

2006-Present

Position: Graphic Designer

Member of team charged with providing advertising and design services for DMG Manufacturing Company in Klaus, Austria for distribution to clients in Brazil, Mexico, and Canada. Responsibilities consist of creating collateral pieces, including journals, direct mailings, brochures, and print ads, as well as organizing and assigning translated text and pricing relative to destination country.

Freelance Graphic Designer

Chicago, IL

2006

Position: Graphic Designer

Worked on a contract basis for numerous Chicago area advertising agencies, including Jane Hamley Wells, Jasculca Terman and Associates, 50,000 Feet, J. Walter Thompson and 2X4 Design.

- Created furniture illustrations for Web posting and customer mailings for high-end furniture company.
- Planned, conceptualized, and developed new advertisements, including layout and image selection, production, and cost estimation. Prepared PowerPoint presentations.
- Facilitated creation of posters and displays for Motorola Razr campaign per branding guidelines.
- Managed pre-press and pre-flight, layout placement, and ad preparation.

Education

Bachelor of Fine Arts, Graphic Design University of Akron: Akron, OH
Studies in Visual Communications Kent State University: Kent, OH