CAROLINE C. CHAMBLEE

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5810 Waterford Valley Crescent
#732
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OBJECTIVE

Professional, enthusiastic and ambitious graphic designer seeking to print and web design projects with marketing or branding focus.

EDUCATION

North Carolina State University, Raleigh, NC
Bachelor of Graphic Design and Minor in Business Administration
Graduated Summa Cum Laude, May 2009
Overall GPA: 3.8/4.0; Major GPA: 3.8/4.0

PROGRAMS

Adobe CS2–CS5 (Photoshop, Illustrator, InDesign, + Dreamweaver)
Apple Remote Desktop
MS Word, Excel, and Powerpoint (Office 2003–2010)
Mac + Windows OS

WORK EXPERIENCE

Principal, Chamblee Graphic Design, Raleigh, NC (2009–present)

- Developing corporate identities and subsequent marketing materials including websites, presentations, sales guides, fliers, and booklets.
- Clients include companies such as UCB, GlaxoSmithKline, Eaton Corporation, NC State University, and several local businesses.

Visual Merchandising Lead, Apple, Inc., Raleigh, NC (2009–present)

- Head of seven person team responsible for maintaining store layout, security and content of over 150 demo products, and 80 employee handheld payment devices.
- Implemented remote desktop system to quickly update computers and demo content.
- By communicating and working with store managers, corporate-level merchandising directors and corporate technology developers, ensured store consistency with corporate planograms and functionality of wireless network and demo products.
- Effectively led Crabtree Valley Mall team in two of Apple, Inc.'s largest product launches, the iPad and iPhone 4.

OneSource Creative Design Intern, GlaxoSmithKline, RTP, NC (2009)

- In 3 months, worked on over 25 projects including presentation slide decks, hospital panels, promotional brochures, and posters from creative development to pre-production file preparation.
- Worked on projects over 7 different brands, taking direction from Account Managers and Promotional Project Leaders who helped determine project scope, timelines, and resolve project-related issues.

Publication Designer, NCSU Undergraduate Research Office, Raleigh, NC (2008–2009)

- Designed Undergraduate Research Journal cover for 2008 and 2009.
- Prepared files for print in 2008; designed entire journal (1250 copies printed) in 2009.
- Created promotional materials to recruit for submissions.

Design Committee Co-chair, Krispy Kreme Challenge, Raleigh, NC (2007–2009)

- Led diverse ten person team to create new branding system, website, merchandise, and press kits, which gained attention of national syndicates, such as the Associated Press, ABC, & ESPN.
- Personally responsible for overseeing press kit creation, from design to fabrication; developed design management skill set.
- Merchandise (stickers and t-shirts) sales raised $5,000 for the NC Children's Hospital.
- Raised attendance from 3,500 in 2008 to 5,500 in 2009.

HONORS

- Recipient of the Park Scholarship, a full-ride scholarship with supplemental leadership development and service opportunities for all four years.
- Elected Scribe of Golden Chain Society, honor society for top 12 rising seniors at North Carolina State University, based on merits of scholarship, leadership, service, & character.
- Undergraduate Research Program Grant Recipient, funding to cover partial cost of sociology and design research in Florence, Italy in 2007.