



# Karen Jerram

Freelance Graphic Designer

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I have over 25 years experience as a graphic designer and illustrator.

Specialising in licensed character packaging and product design, I work mainly in **Adobe Illustrator** and **Photoshop** producing creative packaging design, high quality 3D visuals and print ready digital artwork. I can also create illustrations using digital and traditional media.

View my portfolio online at: [karenjerram.co.uk](http://karenjerram.co.uk)

## Employment History

### Kinnerton Confectionery

From 1994-2015 I mainly worked as part of the creative team at Kinnerton Confectionery as a freelance designer and artworker, producing creative licensed character packaging and merchandise, pack mock-ups for photography, high quality 3D visuals and print ready digital artwork for their own brand of confectionery, as well as for many of the big supermarkets.

From November 2013 - November 2014 I was employed by Kinnerton Confectionery as Design Manager (Maternity cover). I was responsible for a team of 5 designers and 1 artworker, covering all aspects of team management including work scheduling, coordinating with NPD and Marketing departments, team training and performance assessment, liaising with suppliers and printers. My main responsibility was to ensure the quality of the design work produced by my team, fulfilling the client's brief and meeting deadlines on time. I was also deeply involved with the company's rebranding strategy and compiled the guidelines handbook for implementation across all packaging, POS and digital marketing for the design and artwork team.

I am most proud of the improvements I made to the technical abilities of the design team which not only enhanced their design skills but saved valuable time for the artwork team.

## Freelance Graphic Designer & Illustrator

April 1992 to Present

**Noah's Ark Children's Hospice** - Illustration, print collateral design and artwork.

**Laserlines Creative** - Illustration, pitch presentation artwork.

**Wave Marketing Communications** - Exhibition collateral design and artwork.

**Jerram Marketing** - Illustration, infographics, case study design and artwork.

**EACTS** - Logo creation for MMCTS and exhibition collateral design and artwork.

**GST Europe** - Packaging design and artwork.

**The Pop-Up Deli** - Logo creation, branding, packaging design and artwork, brochure design.

**Hatch Consulting** - Packaging design, character design and 3D photoshop renders.

**Soap & Glory** - 3D photoshop renders.

**Bazooka Candy** - Packaging design, character design and 3D photoshop renders.

**Muddyboots PR** - Illustration and character design.

**French Jones Partnership** - Illustration and character design.

**3 Point Creative Design Consultancy** - Corporate, packaging and brochure design.

**Primary Design** - Design and artwork of licensed character merchandise.

**Kingsley Cards** - Illustration in mixed media.

**The Promotions Partnership**  
**High Wycombe, Buckinghamshire**

**Full Time**  
**March 1991 – March 1992**

**Graphic designer**

The Promotions Partnership handled third party campaigns, competitions, free draws, money off/back promotions, free gifts etc. Here I worked closely with the Creative Director to produce marker visuals for POS, brochures, leaflets, posters, packaging, pack flashes and concept boards. At the beginning of 1992, the company invested in its first Apple Mac - which I mainly used for producing artwork using Adobe Photoshop and Quark Express.

Main clients included KFC, Milupa, Bupa, DTI, Benkiser (Vanish, Finish).

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**Holmes & Marchant Plc**  
**Marlow, Buckinghamshire**

**Full Time**  
**March 1987 – April 1990**

**Graphic Designer and Artworker**

I started in the Finished Artwork Studio where I was responsible for producing print ready line artwork and studio administration. I also developed my skills for illustration in various styles, hand lettering and creating pack mock-ups using Pantone markers. 12 months after joining the company I moved to the Design Department as a visualiser. Shortly afterwards, I was instrumental in setting up an independent Visualising Department where we produced high quality pack mock-ups for photography and market testing.

Before I left on maternity leave in March 1990, we had expanded the department to employ 2 more designers and a junior.

Main clients included Elida Gibbs (Timotei), Birds, Polycell, Burtons Biscuits, Budgens, Sainsbury, Unilever and Schweppes.

## **Skills**

- Graphic Design - able to interpret and provide creative, clear, practical and strategic design solutions that fulfil the brief within the deadline for POS, brochures, leaflets and packaging.
  - Creative Concept Development - providing imaginative design solutions for packaging.
  - Licensed Character Packaging Design - creative use of style guides for maximum shelf impact.
  - Illustration - use of traditional media or digital applications to create images for greeting cards, exhibitions and printed literature. Creation and development of original characters for print or online application.
  - Product Design - high quality 3D visual design of licensed character merchandise.
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## **Key Attributes**

- Communication - ability to understand and interpret client needs from initial brief to final print ready artwork within the deadline.
  - Precision - meticulous attention to detail for accuracy in artwork preparation.
  - Flexibility - easily able to adapt style and skills to meet client needs.
  - Reliability - able to work under own initiative and solve problems logically.
  - Teamwork - although I primarily work on my own, I enjoy working as part of a creative team.
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## **Software & Applications**

- Expert in Adobe Illustrator.
  - Expert in Adobe Photoshop.
  - Good working knowledge of Adobe Creative Suite, Indesign, MS Office and Macintosh systems.
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## **Education**

- DATEC Diploma in Art & Design - Amersham College of Art & Design 1982-4.
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## **Additional Information**

- Married with two adult children.
  - Full, Clean driving license.
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**References are available on request.**

[uk.linkedin.com/in/karenjerram](https://uk.linkedin.com/in/karenjerram)

View my portfolio on my website at: [karenjerram.co.uk](http://karenjerram.co.uk)

# GST<sup>TM</sup>

## Europe

FINE FOOD



- Logo fresh and range brand creation
- Packaging design and artwork

## THE POP-UP DELI<sup>TM</sup>

GOURMET EXPERIENCE



Tenuta Marzo Tomato Sauces

Tenuta Marzo tomato sauces are produced by a family-run business in beautiful Tuscany, Italy. They are made with the finest ingredients and are perfect for use with pasta, risotto or as a dip.



Strawberry and Pican Salad

Fresh strawberries  
Crusty salad leaves  
Whole pecan nuts  
Condiments: Balsamic Vinegar  
Dress with honey & vanilla

Method:  
1. Wash and chop the salad leaves.  
2. Peel and chop the strawberries.  
3. Arrange the salad leaves in a bowl. Sprinkle the pecan nuts and then the strawberries over the salad leaves.  
4. To dress, drizzle with the balsamic, honey and vanilla.  
5. Serve immediately.

- Company logo and identity creation
- Logos and branding created for 4 product ranges
- Packaging design and artwork
- Brochure design and artwork



# Kinnerton



- Exclusive George Pig range concept, approved by Licensor
- Packaging & merchandise design and artwork

# Kinnerton



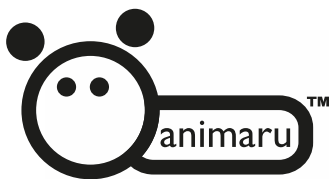
- Character merchandise design and artwork
- Packaging design and artwork



**Bazooka**  
Candy Brands



- Packaging & merchandise design and artwork
- 3D visuals created for digital marketing and print collateral



- Packaging design
- 3D visuals created for new product pitch





- Logo and branding creation
- Design and artwork of exhibition collateral

**DELL** EMC



- Design and artwork of exhibition collateral



