

PAULA DORRIS

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[Portfolio](#)

PRODUCTION GRAPHIC DESIGNER

Brand-focused designer with 20+ years of diverse production experience in both print and digital marketing.

Skilled at taking a leadership role to establish and maintain global visual identity. Adept at managing time and resources, solving problems, captaining multiple projects concurrently, and working collaboratively and independently within a team. Dedication to streamlining graphic processes and eliminating inefficiencies and contributing to continuous improvement. Proclivity for learning new skills, programs, and tasks quickly and efficiently. Commitment to concepting and designing digital and printable deliverables consistent with brand standards.

Expertise in:

- **Developing best-practice procedures**
- **Typography, layout, content editing**
- **Vector graphic creation and editing**
- **Photo manipulation and color correction**
- **CMYK, PMS, RGB & HEX color spaces**
- **Offset printing, color separations, dielines, overprints, knockouts**
- **Email marketing: conception and design**
- **Adobe Photoshop, InDesign, Illustrator, Acrobat, Bridge; Microsoft Office**
- **Working Knowledge: Content Management Systems (Whereoware/WordPress), HTML, CSS, Acoustic, Premiere Pro, After Effects, SharePoint**

PROFESSIONAL EXPERIENCE

CREATIVE CO-OP, INC., Memphis, TN

June 2022 — present

Digital Marketing Content Specialist

Contributed to the development of strategic content at the collection, product type, and item levels for various audiences for 4 brands. Concepted, designed, and deployed digital content, developing cross-platform marketing materials comprised of emails, website graphics, landing pages, and social media graphics. Worked collaboratively with the sales, product, and brand teams to understand and communicate key product line information, selling points, and trends.

- Assessed and addressed product categorization issues and edited product data, in Salsify, a Commerce Experience Management system.
- Utilized Acoustic online marketing platform for creation of emails, including editing HTML code.
- Designed custom email and website graphics, employing complex image manipulation.
- Assisted with testing new Whereoware-hosted B2B website in Zephyr, as well as recommending website navigation setup edits for better user experience.
- Designed and executed layout of 100+ page WordPress blog site hosting recipes for new food-based product line.

Graphic Designer

August 2020 — June 2022

Executed design, layout, and production of marketing catalogs and other sales materials, while maintaining brand consistency, in a fast-paced, deadline-driven environment. Developed best-practice procedures and how-to instructions for product images dimensions project. Created various Photoshop batch automations to adjust resolution and size and convert color modes.

- Designed about 650 catalog pages in about 120 calendar days twice each year. Color corrected and edited raster images to fit available layout space, to remove objects from photos, and to combine photos when needed.
- Determined best practices and created how-to instructions for numerous processes. Trained both new current designers, as well as designers in the eComm department.
- Created eComm graphics for Amazon, in accordance with existing branding and design standards.
- Assisted with testing new Whereoware-hosted B2B website in Zephyr, as well as recommending website navigation setup edits for better user experience.

Senior Production Art Designer

Trusted to provide accurate, thorough final production art checks and corrections of files, for both digital and print applications, prior to release or printing. Perfected intricate details of designs, including minimizing complexity of vector image layers. Manipulated raster images. Corrected files to ensure color space accuracy and proper color values for PMS, CMYK or RGB color swatches, as determined by purpose of released files. Illustrated packaging materials to show steps for assembly. Guaranteed accuracy of contents and placement of elements for critical multi-ply air waybills. Utilized custom project-management software.

- Developed and maintained a tracking system, using a 42-column Excel spreadsheet, throughout a 10-phase editing and production project comprised of 40 global air waybills, in more than 15 languages, providing account managers instant access to information regarding the current stage of each item at any given moment.

BUCKMAN LABORATORIES INTERNATIONAL, INC., Memphis, TN**Production Artist****2008 — 2019**

Conceptualized new designs, spawning visually compelling communication and marketing collateral, for both print and digital executions. Yielded graphic design solutions, prepress services, and website edits and maintenance. Designed assets individually tailored to various social media sites. Captained creation and global distribution of various digital and print-ready templates in numerous languages and sizes, tailored for each of the company's global marketing departments, for consistent global presence. Liaised with print vendors, expediting production of printed materials.

- Partnered with vendor to orchestrate and integrate online business card ordering site, empowering other associates to order own cards, conserving \$2520+ and 54+ man-hours per year.
- Wrote an article for company newsletter, Bu-Lines/By-Lines; corrected and edited wording of articles during layout phase.
- Evaluated, concepted, and redesigned training literature, simplifying requisite printouts for training classes:
 - Eliminated 92 redundant documents and 20 manuals and booklets, diminishing prepress updates by 70+ man-hours per year.
 - Reformatted essential documents from trifold layouts to flat handouts, sparing countless man-hours in fulfillment.
- Devised systematic approach to rebranding 300+ pieces of customer-facing literature, smoothing transition to company's new logo and branding standards:
 - Actualized rebranding and redesigning sales brochures and internal documents, completing several hundred within 9 months of adopting of new standards, adroitly generating new and harmonious designs and layouts.
 - Orchestrated printing of new brochures and rendered print-ready PDFs and print specs to global marketing associates, expeditiously distributing newly designed materials.
- Collaborated with associates in 12+ countries, implementing rebranding and issuing files for new corporate correspondence materials in 6+ languages, maintaining uniform company presence across globe.
- Managed digital assets, organizing file systems and improving efficiency.
- Maintained SharePoint database of 2000+ product data sheets, overseeing contents' materialization and evolution, establishing standardization of sales and reference tools.
- Presented diverse designs for sales literature, advertising, tradeshow booths, internal campaigns, interactive PDFs, and digital graphics for social media, optimizing output files and ensuring accuracy, providing exceptional results.
- Attended educational workshops and webinars and reviewed professional publications, cultivating design and interpersonal skills.

Typographer**2003 — 2008**

Provided print production services to perfect typography and layouts, proofreading content for proper grammar and spelling, to furnish timely and accurate files for digital and offset printing.

- Expedited graphics and layouts for internal customers in need of immediate results, accommodating and adapting to client requests, effectuating exemplary customer experience.
- Worked closely with in-house digital printing department regarding capabilities, refining printing and fulfillment.
- Built basic direct mail layouts, researching and adhering to USPS standards.
- Built credibility and rapport with coworkers by actively listening, giving and receiving constructive feedback, contributing to symbiotic and enjoyable work environment.

Art Director

Supervised graphic design processes as sole designer for company. Originated artwork for swag, diverse specialty products, invitations and correspondence.

- Illustrated logos and graphic designs, reconstructing or enhancing low-resolution graphics supplied by customers, begetting superior output.
- Educated graphic artists from client companies in proper methods of file creation and file formats, assisting customer service representatives in relating technical information to customers, multiplying repeat business and economizing production.

ADDITIONAL RELEVANT EXPERIENCE

PAULSEN PRINTING COMPANY, Memphis, TN, Graphic Designer

DESIGN GROUP, Memphis, TN, Lead Film Output Specialist and Linotronic Operator

PEERLESS PRINTING COMPANY, Memphis, TN, Graphic Artist

EDUCATION

Associate of Applied Science (AAS), in Graphic Arts Technology, **State Technical Institute at Memphis,** Memphis, TN

- Graduated Magna Cum Laude

University of Memphis, Memphis, TN

- 4 years full-time study of Interior Design
- 2 years part-time study of Computer Engineering Technology
(162 credit hours earned)

MEMBERSHIP

The Honor Society of Phi Kappa Phi, University of Memphis Chapter

- Member since 1998