





ABOUT KARA

WORK EXPERIENCE

Graphic Artist

Wendover Art Group • Largo, FL
November 2017 – September 2020

- Collaborated with graphic design team members and art resourcers to produce designs for trade shows.
- Built advanced skillsets in painting, drawing, and Adobe program tools through high focus projects.
- Designed custom murals, logo signage, digital mockups, and typography art concepts for clients.

Graphic Designer

Xcenda / AmerisourceBergen • Palm Harbor, FL
August 2017 – November 2017

- Maintained brand guidelines in designing cover concepts and graphics for official client PDFs.
- Exercised high levels of scrutiny when editing presentations for pharmaceutical companies.
- Developed the necessary skillsets for working as a remote contractor.

Graphic Design Intern

Kforce • Tampa, FL • June 2016 – August 2016

- Utilized Adobe design software to create various print and digital media.
- Successfully completed goals within time limits set by company client.
- Participated in creating social media graphics for the Field Services Organization Team.

EDUCATION

University of South Florida Saint Petersburg

B.F.A in Graphic Design • Art History minor
May 2017

Hillsborough Community College: Tampa, FL

Associate in the Arts Degree: Liberal Arts with a concentration in architecture • May 2012

ACTIVITIES + AWARDS

American Institute of Graphic Arts (AIGA)

Creative Director • September 2016

USFSP Dean's List

January 2016

USF Chancellor's List of Scholars

February 2016

HCC Arête

Honors Member • January 2009

National Technical Honors Society

Honors Member • April 2007

NAWIC Drafting Competition

Local Finalist Winner • February 2007

VOLUNTEERING

Shriner's Children's Hospital
Group Project • April 2009

Playtime Learning Academy School & Daycare Center
Teachers Assistant • June 2005 – August 2005

SKILLS

PowerPoint



Photoshop



Outlook



Illustrator



Word



InDesign



Excel



Premiere



After Effects



Experience
Design



INTERESTS

Painting, Drawing, Jewelry Creation,
Fashion Design, & Culinary Arts

CONTACT

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SOCIAL MEDIA



facebook.com/karahsniffendesign



vimeo.com/karadesignstudio



linkedin.com/in/karasniffen



behance.net/KaraHSniffen



pinterest.com/KaraHuntzingerSniffen



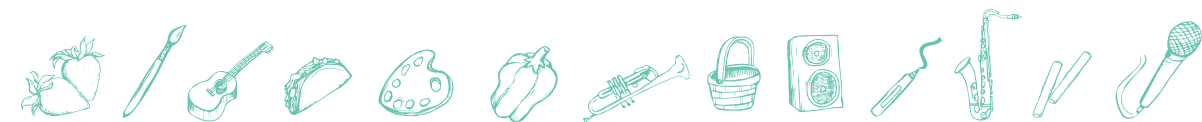
fiverr.com/karasniffen



WIPA PACK



WIPA, short for William's Park, is located in Saint Petersburg, Florida. The partnership wanted to find a method through product packaging to achieve a greater sense of community and making the park more family friendly. The WIPA Pack is a collaborative design meant to given to those who make a donation to the park's renovation. They receive a travel pack with useful giveaways that can be worn or used at any of the park's upcoming social events.



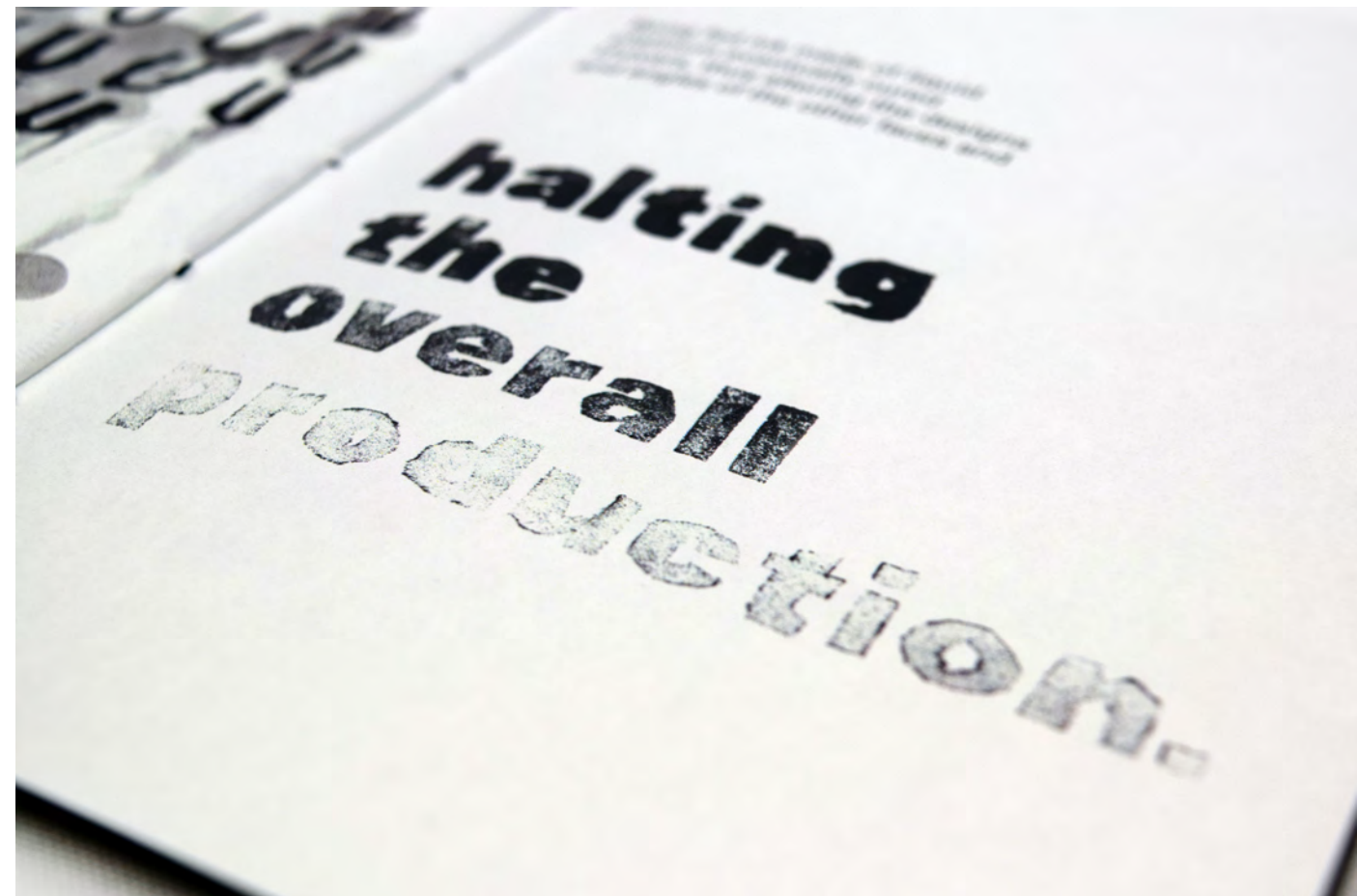
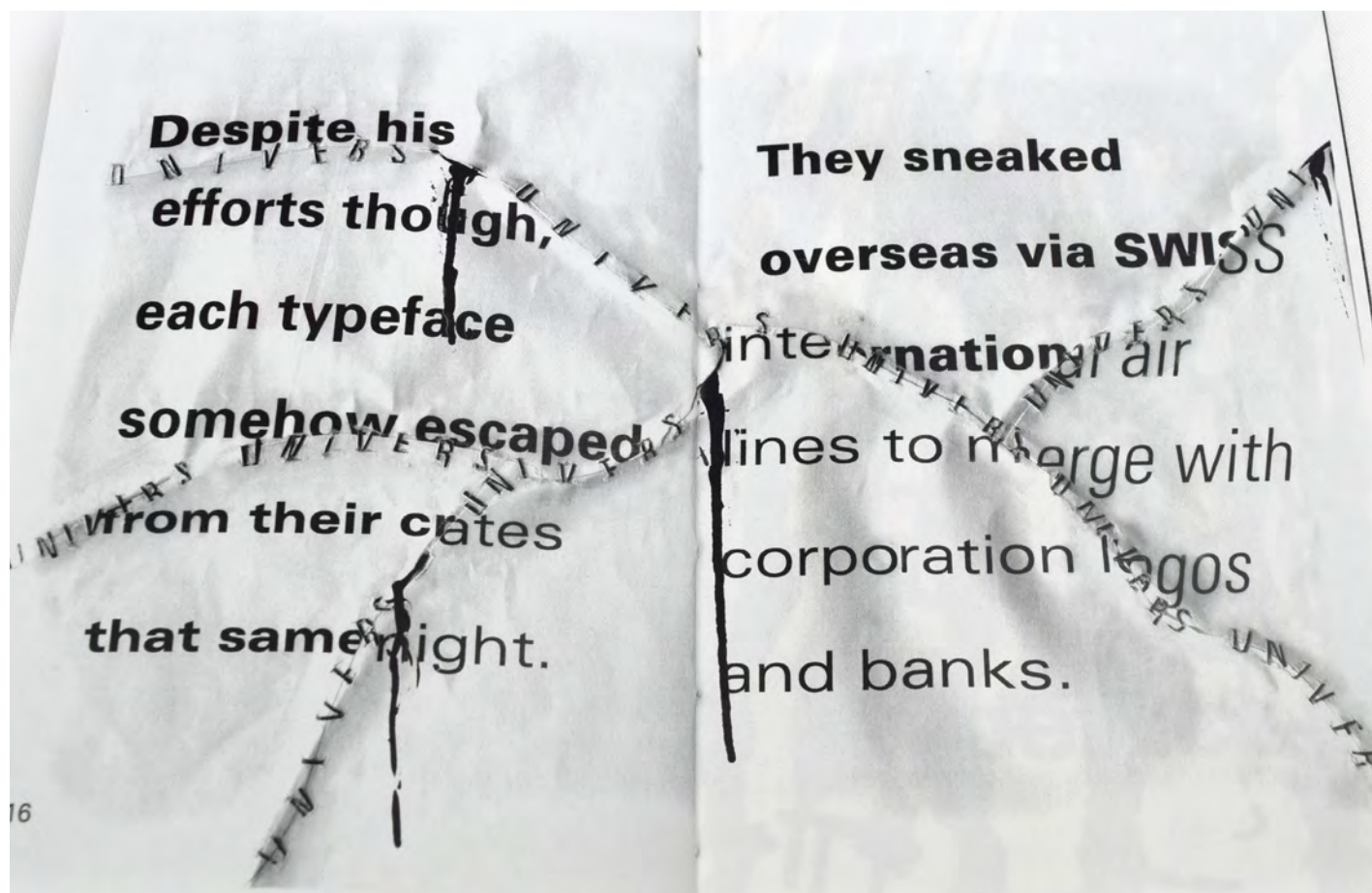


UNIVERS



The history of a typeface doesn't always have to be bland. Masked in the form of a gothic horror tale, this booklet is a type sample collection of the typeface Univers. Popular methods for achieving the eerie grunginess of a Frankenstein-meets-Gremlins story include the use of black india ink as paint, hand-carved stamps for displaying texture, and meticulously sewing pages together using individual letters cut out of paper.

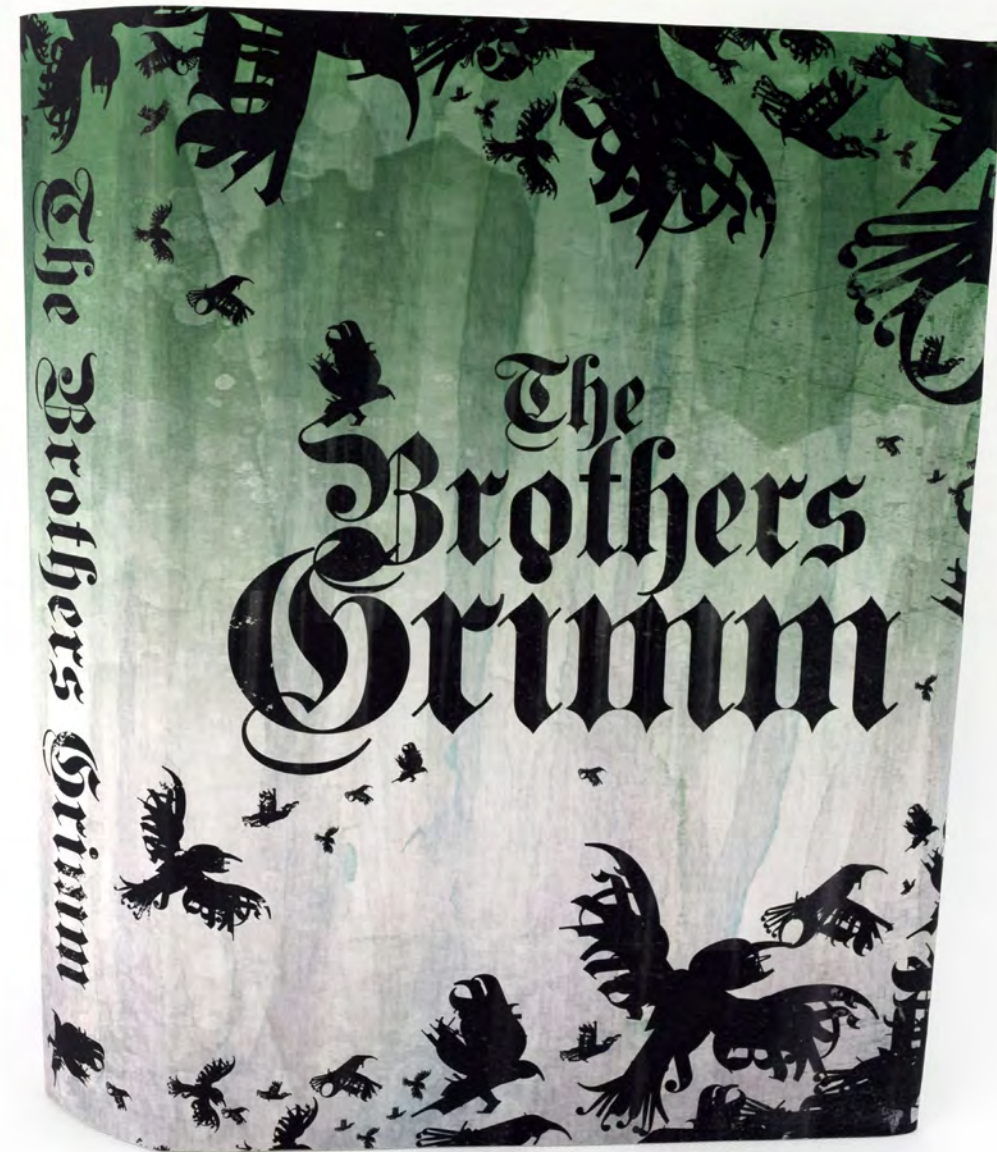
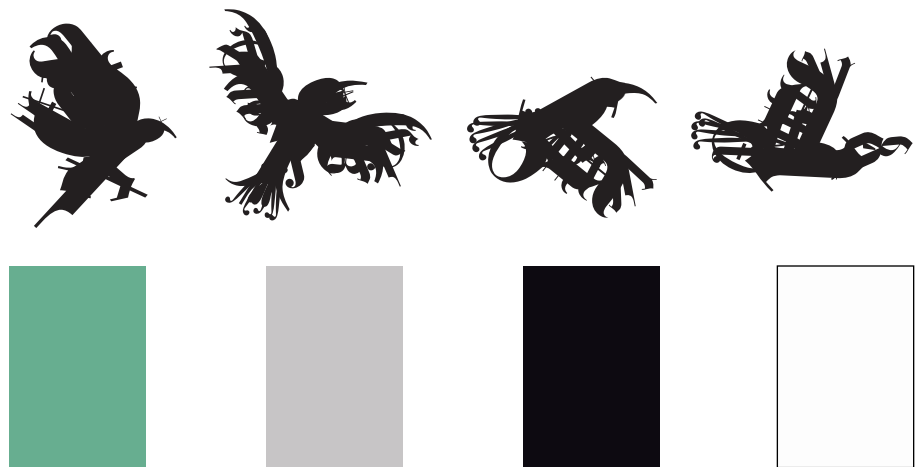


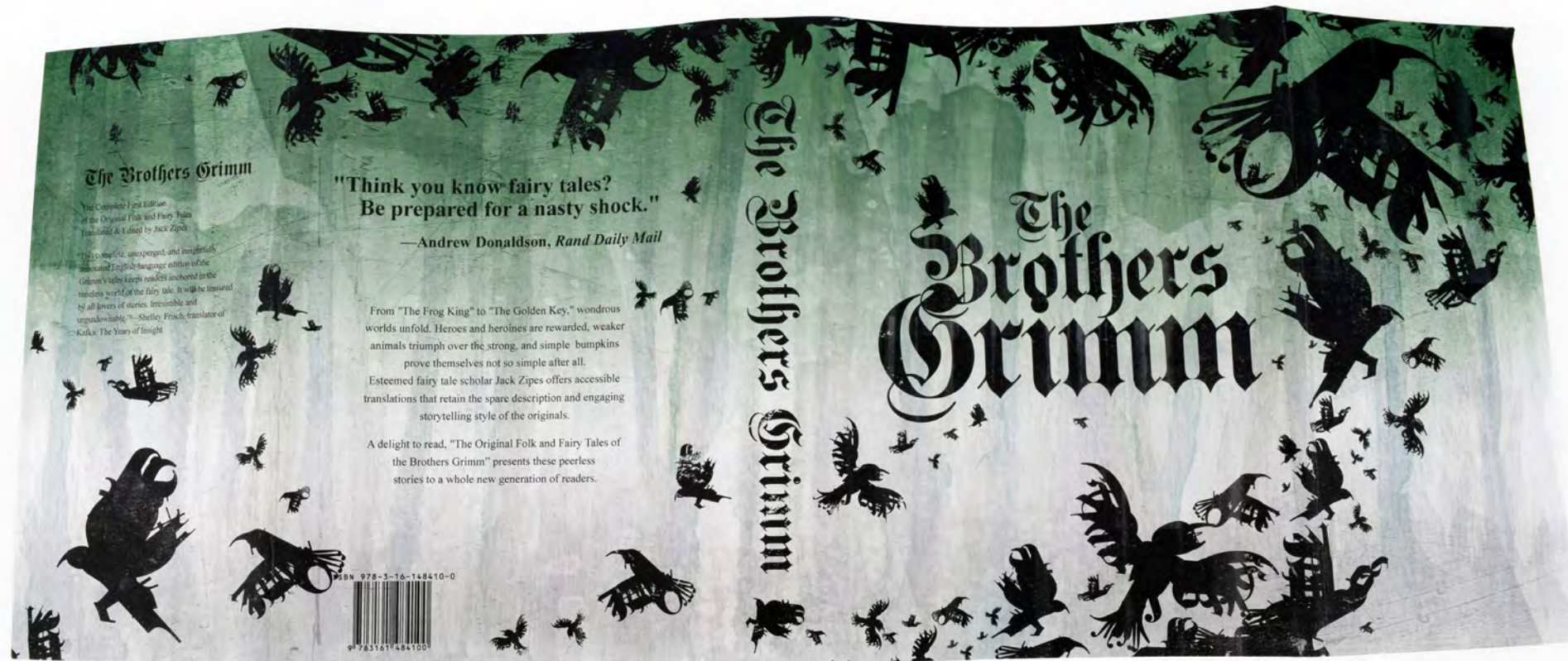


BOOK COVERS

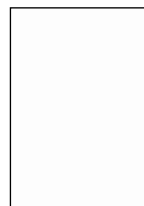
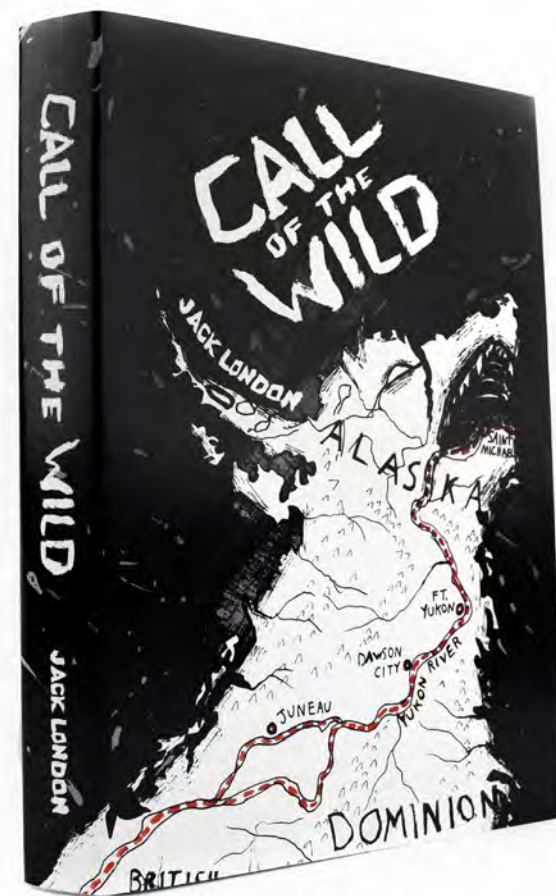
Two book covers of popular novels, *The Call of the Wild* by Jack London, and *The Brothers Grimm Fairy Tales*, were recreated to fit the tones of the stories.

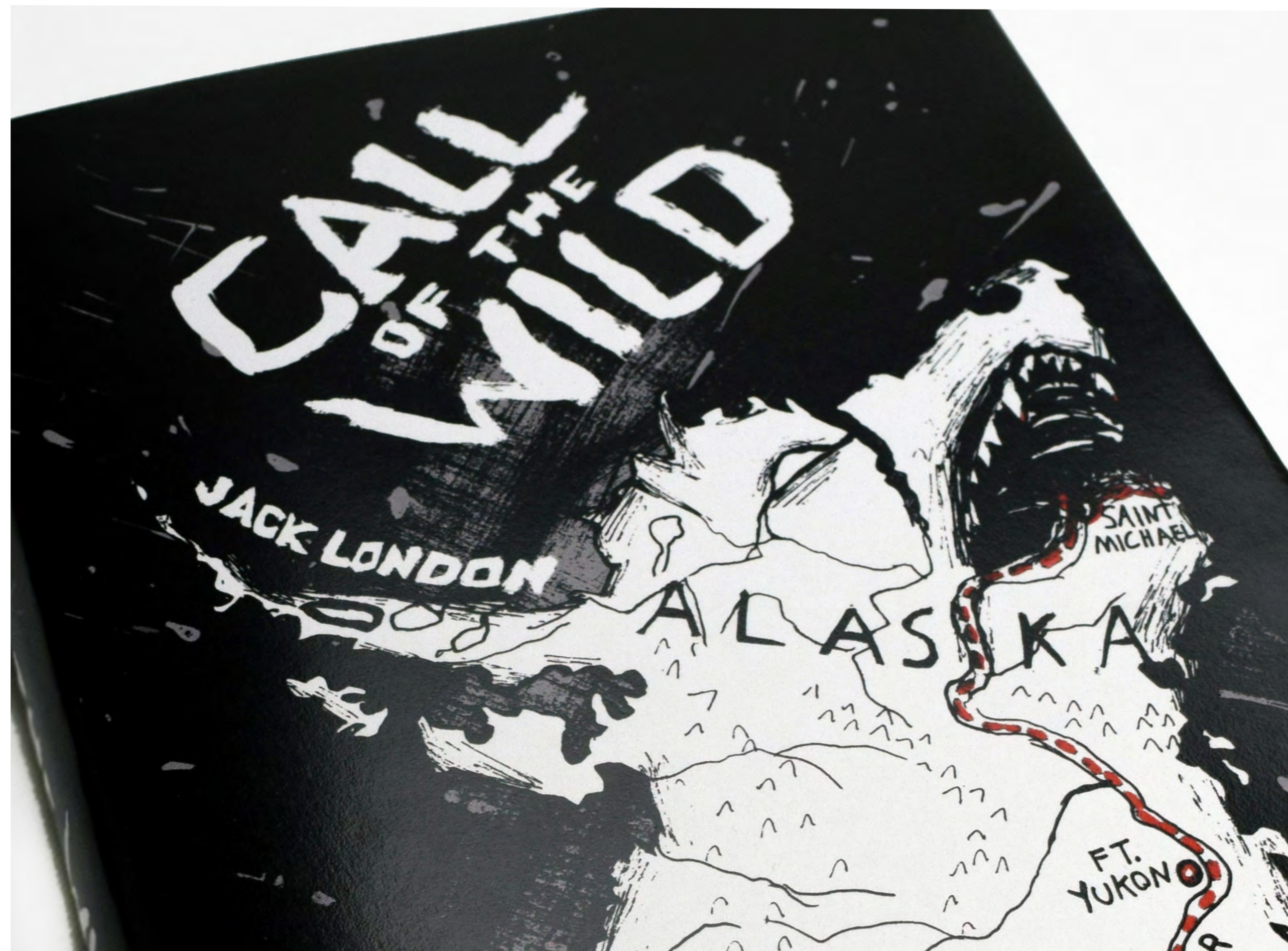
Mystical metaphors that *The Brother's Grimm* often refers to include the concept of eerie black birds, and mysterious German forests. The style of the *Call of the Wild* reflects the harsh conditions that the main character has to endure in his sled dog team. A map of the Alaskan Gold Rush trail and a howling wolf give an insight to the plot's location and the grisly future that the protagonist must face.





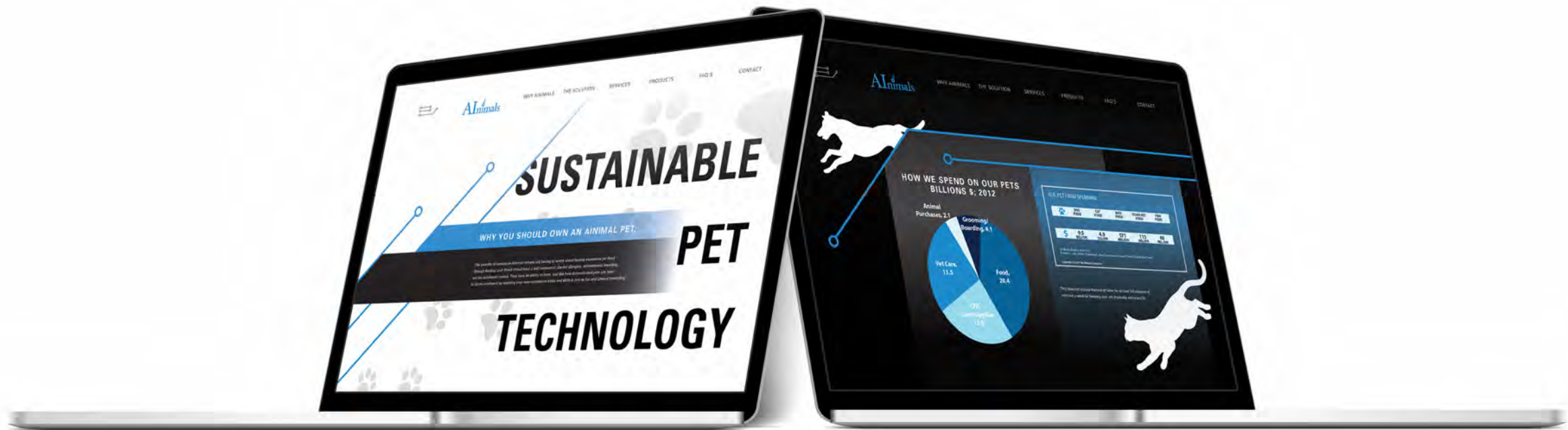
BOOK COVERS





AINIMALS

The project “AInimals,” is a conceptual company based on the idea of animal robotics as sustainable pets. By transforming the artificial intelligence of an android into pet form, the result would be used for those who want pets or working animals during circumstances that wouldn’t allow them to own or care for live animals. A sleek and dynamic style with stationary, a brochure, and a website were designed for promoting the brand.

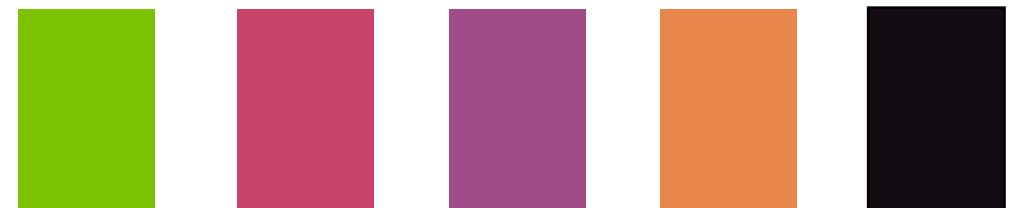




CYBER RAPTOR

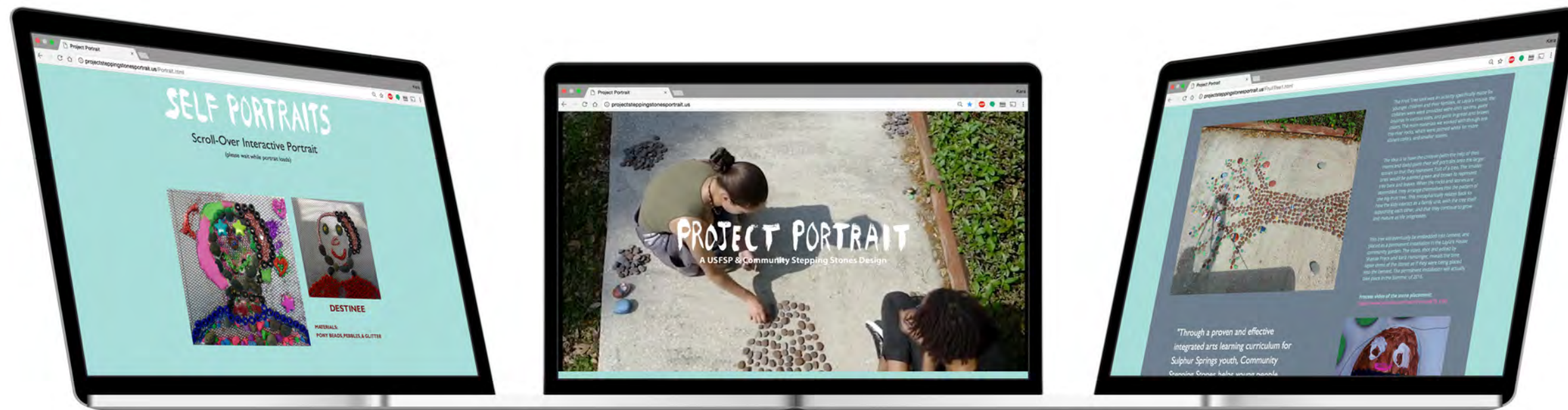


Cyber Raptor is my small alternative clothing and accessory store in need of a branding boost. The goal was to transform one item of branding in order to create hype for their new cyberpunk clothing line. Clear PVC vinyl and embroidery black floss are materials often used in their products, thus these were used as part of the clothing tag. Elements of the price tag include the photo of the faux fur fabric used in their accessories and the embellishment of a functioning mini glow stick, which can be removed and used as a keychain.



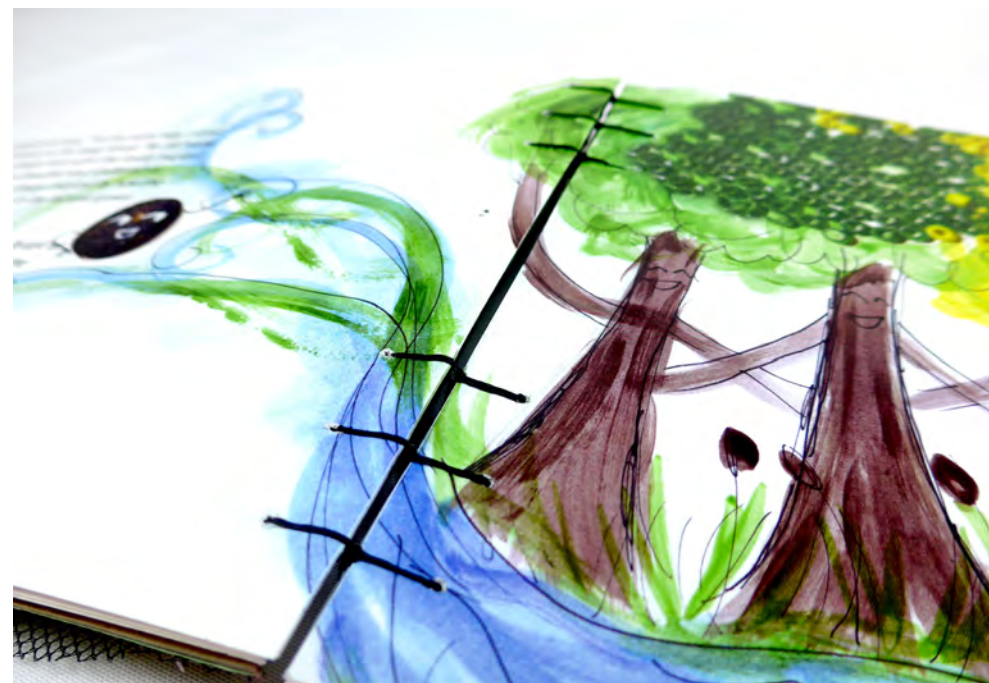
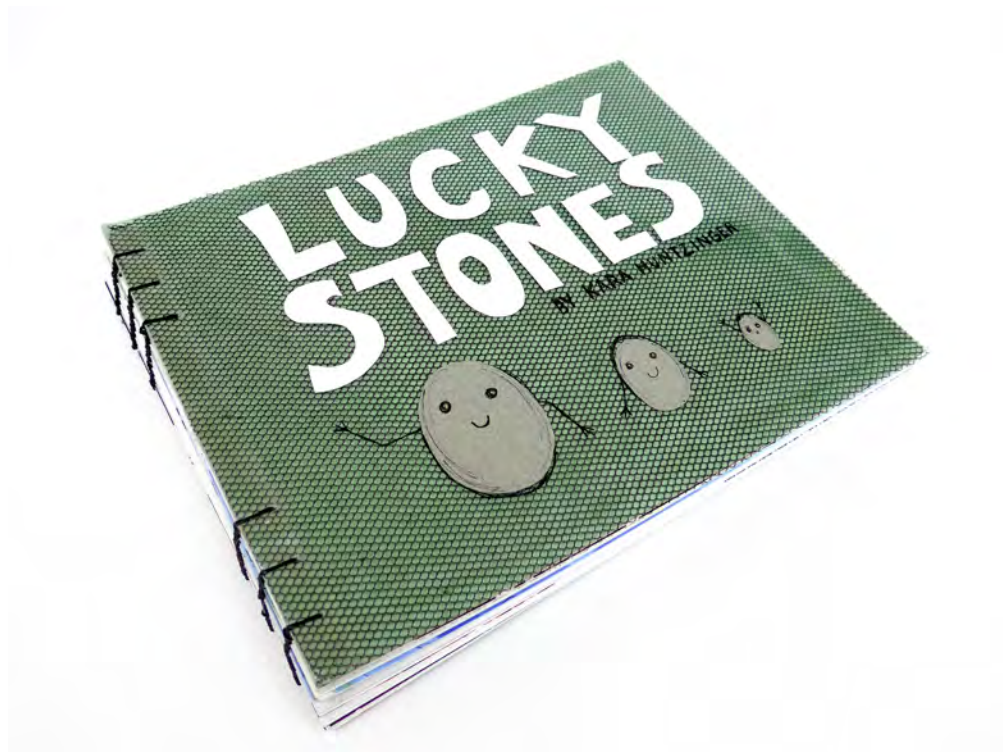


PROJECT PORTRAIT



Project Portrait is a collaborative effort by myself and Shanae Pryce and the non-profit organization Community Stepping Stones. This project encourages expressive art activities to at-risk children by introducing unconventional media like pebbles and stones. The deliverables from this project include a functioning website, built from scratch in Dreamweaver, and a coptic bound children's book.

Materials: recycled green art paper, woven polyester mesh, and transparency paper



HORROR CULTURE

Horror Culture is an academic journal based on the pop-culture study of the horror genre and its tropes in cinema and television. In partnership with Hampton Lamoureux, the deliverables for this research include a branding project that combines the paperback book, a clothing line, and a poster series. The book includes original photography, illustrations and five essays. The typeface titled "River Styx" was manifested out of twigs and sticks and digitized specifically for the book.





"I WAS A NEWBORN VAMPIRE, WEEPING AT THE
BEAUTY OF THE NIGHT."

—Louis, *Interview with a Vampire*

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HORROR CULTURE



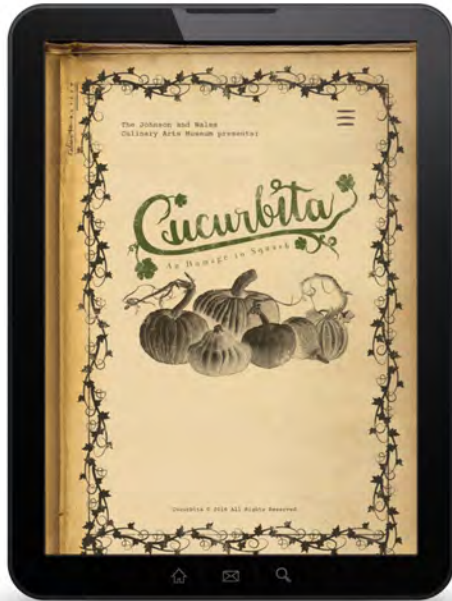


CUCURBITA



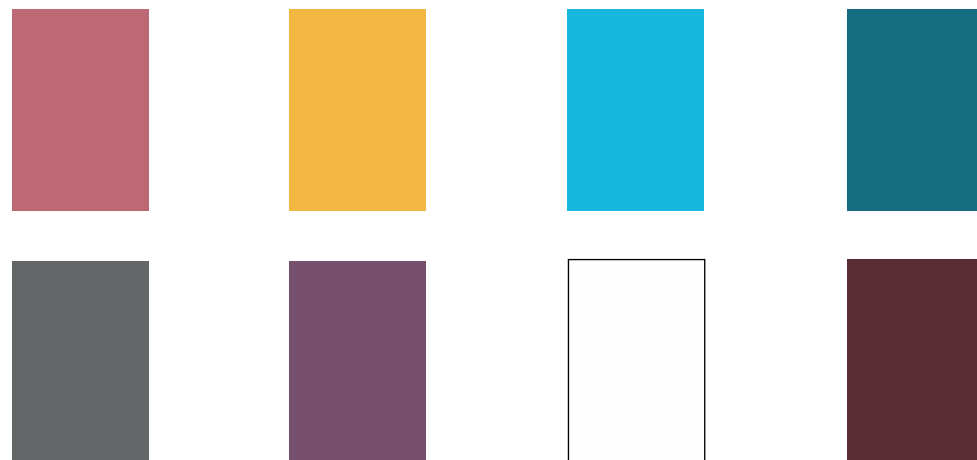
The genus name for squash and pumpkins, Cucurbita, is the title of a fictitious seasonal learning exhibit held at the Johnson and Wales Culinary Arts Museum. The goal is to expand knowledge for those eager about the culinary possibilities of various pumpkins and the historical significance of squash throughout history. The UI/UX design deliverables for this project are in the form of a cookbook website and an interactive rolodex app. The project was formatted in order to function across various platforms.





3 DAUGHTERS

These 12oz cans, box packaging, and tasting sheets were created as part of the need for showcasing three new flavors of beer by local Florida brewery 3 Daughters Brewing. The illustrations are reflected in the form of a nautical fairy tale. The Girl with the Golden Hair, a common character already present in the 3 Daughter's branding, saves a mermaid caught in fishing wire, and in return she is rewarded by three rock lobsters presenting her with items of gold: a grapefruit that never spoils, a compass that never breaks, and a pearl with everlasting luck.

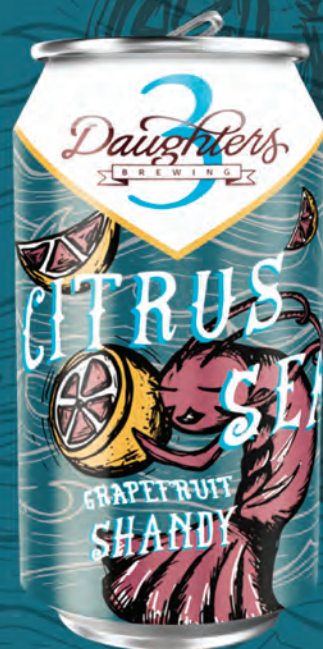


CITRUS SEA

GRAPEFRUIT SHANDY

The Citrus Sea Grapefruit Shandy is fused with the right amount of grapefruit juice and light lager.

The golden color of the lager shines as brightly as the citrus fruit in the nautical fairy tale of girl with the golden hair. This shandy is the perfect sweet treat to drink any time of the year, and pairs well with fruit-infused desserts.



#ThreeDaughtersBrewing

Visit: <https://3dbrewing.com/>

About 3 Daughters Brewing

At 3 Daughters Brewing, we are focused on brewing amazing beers, providing superior service to retailers and creating exciting brews for beer lovers.

With a diverse portfolio of full-flavored craft beers, we are committed to providing the highest quality brews to the Tampa Bay community and beyond. We do this responsibly, safely and conscientiously.

ABV (Alcohol by Volume)
A medium-range ABV would be 4.5-5.5%.

IBU 5

Taste A crisp lager with grapefruit juice

Style Shandy

NORTHERN STAR

IPA

The Northern Star IPA, a well-mixed blend of malt, hops, and grains, is a lager that is bitter in flavor but offers a clean finish in taste. Like the lucky compass that was given to the girl with the golden hair, it has a delightful amber color. Get lost in the flavor of hops, and find your way home with this magical india pale ale.



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ABV (Alcohol by Volume) 7%.

IBU 82

Taste A crisp lager with a distinct bitter flavor from the hops.

Style IPA

LUCKY PEARL

PILSNER

This is the perfect pilsner for the Florida heat and the most excellent golden color to showcase the story of the third magical item given to the girl with golden hair: the lucky gold pearl.

A light, clean, crisp flavor with a subtle hop finish and aroma that can only be achieved with a german pilsner brewed within the three daughters brewery. This beer pairs well with fresh seafood and poultry dishes.



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ABV (Alcohol by Volume)
A medium-range ABV would be 4.5-5.5%.

IBU 45

Taste A crisp lager with a distinct bitter flavor from the hops.

Style Pilsner

3 DAUGHTERS





ALLEY AFFINITY

Alley Affinity is a presentation based on the study of hobby conventions and the research gathered on how social engagement, display equipment, and the nature of the artists themselves effects the curated table that their products are displayed on. The deliverables are an app and a website that will guide the artists on how to network with other vendors and establish a properly arranged table according to the artist's areas of expertise. The result of this open resource strengthens the sense of community for artist alley attendees.

