



## Carrie Hempfer > Graphic Designer > Resume

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### EDUCATION

**Bachelor of Fine Arts in Graphic Design**, 2006  
Minneapolis College of Art & Design | Minneapolis, MN

### QUALIFICATIONS PROFILE

Highly creative and versatile Graphic Designer with over five years of experience in the fashion and craft industry. Seeking a position as a team-player that will utilize my natural talent for design, technical proficiency, and strong ability to multi-task. Creative experience in the following:

#### Print Design:

- + Catalogues
- + Packaging
- + Instructions
- + Posters & brochures
- + Logos & visual identity systems
- + Promotional materials
- + Pre-press production

#### Marketing:

- + In-store displays  
(Anthropologie, Jo-Ann Fabrics)
- + Trade show signage, posters  
& booth design
- + Magazine advertisements
- + Newsletters

#### Photography:

- + Photo shoot direction
- + Retouching
- + Digital, medium &  
large format cameras
- + Black & white, &  
color photography

### EMPLOYMENT

#### **Graphic Designer**, 12/2011–3/2012

*The McCall Pattern Company* | Minneapolis, MN (Previously *Kwik Sew Patterns*);  
Headquartered in New York, NY

- + Redesigned 200 Kwik Sew & Ellie Mae Designs packaging and instructions integrating original brand with new parent company's brand.
- + Interviewed and trained a design assistant to aid in the redesign of sewing patterns.
- + Performed all other duties listed below.

#### **Graphic Designer**, 11/2006–11/2011

*Kwik Sew Pattern Company* | Minneapolis, MN

- + Designed packaging and instructions for sewing patterns, posters and brochures promoting products, worldwide magazine advertisements, and other promotional materials.
- + Produced quarterly catalogue featuring over 800 patterns in each; average catalogue length of 600 pages; assisted in the ideation and direction of photo shoots; edited and retouched photos; designed cover and seasonal insert for each catalogue as well as product information pages for new patterns.
- + Created the visual identity, packaging design, and promotional materials for Kwik Sew's new subdivision, Ellie Mae Designs, which will be sold in Jo-Ann Fabrics and other retailers across the country by an approximate date of January 2013.
- + Coordinated pre-press production for the in-house printing of 4-color and 2-color jobs.

#### **Assistant Display Coordinator**, 1/2006–10/2006

*Anthropologie* | Edina, MN

- + Assisted in the ideation and production of art installations and product displays under the direction of the home office.
- + Designed invitations and signage for in-store events.

#### **Graphic Design Intern**, 9/2005–12/2005

*EDP Textiles* | Minneapolis, MN

- + Designed and assisted in the printing of textiles using a digital textile printer.
- + Created design and printed a sweatshirt for the city of Minneapolis.



## Carrie Hempfer > Graphic Designer > Resume Continued

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### FREELANCE/TEMPORARY EMPLOYMENT

#### **Temporary Graphic Designer**, 5/2/2012–5/14/2012

*Johnson Brothers Liquor, Inc.* | St. Paul, MN

- + Aided the creative department in balancing a heavy seasonal workload.
- + Designed over 25 posters and signs for restaurants, bars and liquor stores in the Midwest.

#### **Graphic Designer**, 2012

*2nd Best Brew Club* | Minneapolis, MN

- + Designed the logo for the beer brewing club, 2nd Best.

#### **Screen Printer**, 2010–2012

*J.J. Taylor Distributing Company of Minnesota, Inc.* | Minneapolis, MN

- + Printed 100 T-shirts for the Keegan's Polar Plunge.
- + Printed 100 T-shirts for the St. Practice Day Pub Crawl of St. Paul.
- + Printed 200 T-shirts for the Fifth Annual Zombie Pub Crawl of Minneapolis.

#### **Graphic Designer & Screen Printer**, 2011

*Parks & Recreation Softball Team* | Roseville, MN

- + Designed and printed jerseys for a co-ed softball team.

#### **Graphic Designer & Screen Printer**, 2007

*R.A. Morgan* | Minneapolis, MN

- + Designed and screen printed DVD packaging for the film *The Devotions of Steve Alker*.

#### **Graphic Designer**, 2006

*Paper Prince/dginventive* | Minneapolis, MN

- + Designed stationary and prepared files for print for the Paper Prince boutique catalogue.

#### **Graphic Designer & Screen Printer**, 2006

*Tuesday's Robot* | Minneapolis, MN

- + Designed and printed T-shirts for the Minneapolis based folk-rock band.

### TECHNICAL PROFICIENCY

**Platforms:** MAC OS 10 & Windows XP/7

**Programs:** Adobe Creative Suite 2–5.5 (InDesign, Illustrator, Photoshop), QuarkXPress, Macromedia FreeHand, BBEdit, Microsoft Office, PREPS

### AWARDS & RECOGNITION

#### **Regional Winner of Best Window Display**, 2006

*Anthropologie* | Edina, MN

#### **Winner of the Summer Expressions Session T-shirt Competition**, 2005

*Minneapolis College of Art & Design* | Minneapolis, MN

#### **MCAD Admissions Merit Scholarship**, 2002–2006

*Minneapolis College of Art & Design* | Minneapolis, MN



# Carrie Hempfer > Graphic Designer > Student Project > Garden Kit Packaging

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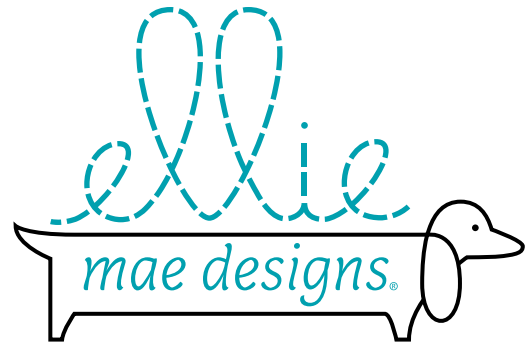




Carrie Hempfer > Graphic Designer > Kwik Sew Patterns & Freelance > Logos  
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..... In-house .....



..... In-house .....



..... Freelance .....

..... Personal Project .....

Rather Be Goods 

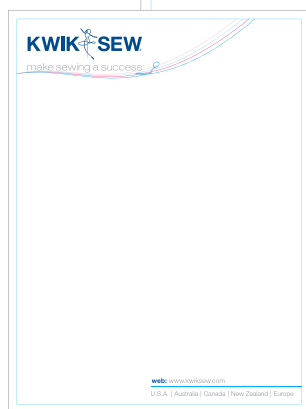


## Carrie Hempfer > Graphic Designer > Kwik Sew Patterns > Print Collateral

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• Envelope



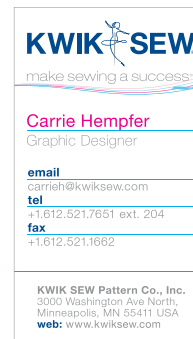
• Note Pad



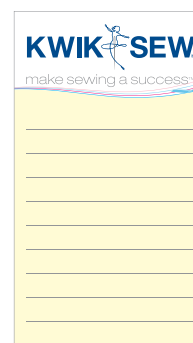
• Cabinet Sticker



• Letterhead



• Business Card Front



• Business Card Back



• Gift Certificate



• Garment Tag



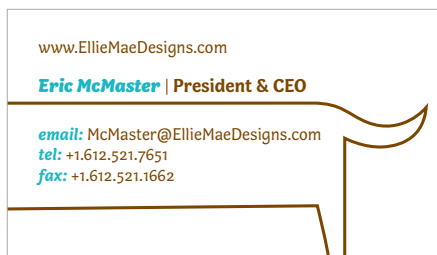
• Die-Cut Sticker





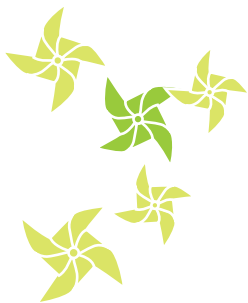
## Carrie Hempfer > Graphic Designer > Kwik Sew Patterns > Business Cards

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• Fronts

• Backs



# Carrie Hempfer > Graphic Designer > Kwik Sew Patterns > Catalogue

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## Carrie Hempfer > Graphic Designer > Kwik Sew Patterns > Packaging

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Front of Envelope



Back of Envelope

**K3937 Giddyup Doll Clothes & Accessories** Fits 18" (45 cm) Dolls

Pattern includes 15" (6 mm) seam allowances.

**FABRICS:** Designed for woven fabrics.

Suggested fabrics: Cotton, velveteen, denim, chambray. Chaps & Vest also in leather, suede, suede cloth, faux leather. T-shirt designed for stretch knits only.

**Note:** Chaps & skirt fringe have raw edges and may ravel.

**T-SHIRT**  
Shirt has full length sleeves, Velcro® closure on back, and neckline, bottom edge and sleeves are hemmed.

**MATERIAL REQUIRED:**  
Stretch Knits 28" (70 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Notions: Thread, 5" (13 cm) piece of Velcro®

**SHIRT**  
Shirt has collar, front and back yokes, cuffs, shirttail hemline, and button or snap closures. Yokes, cuffs, and under collar are from contrast.

**MATERIAL REQUIRED:**  
Fabric 34" (88 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Contrast 18" (45 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Notions: Thread, four 1/4" (6 mm) buttons or snaps, scrap piece of fusible interfacing.

**VEST**  
Vest has V-neckline, star appliques, and armholes and outer edges are finished with hems.

**MATERIAL REQUIRED:**  
Fabric 18" (45 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Notions: Thread, Applique: Scrap pieces of fabric, paper backed fusible web, and tear-away material.

**CHAPS**  
Pull-on chaps have star appliques, self-fabric fringe in outside leg seams, elastic in casing at waist, and decorative buckle from felt with star applique.

**MATERIAL REQUIRED:**  
Fabric 28" (70 cm) Wide (Minimum Width) — 3/8 yd (0.35 m)  
Notions: Thread, 1/4 yd (0.25 m) of 1/4" (6 mm) wide elastic, 2" x 4" (5 cm x 10 cm) piece of felt for belt buckle. Applique: Scrap pieces of fabric, paper backed fusible web, and tear-away material.

**SKIRT**  
Pull-on skirt has self-fabric fringe in side seams, elastic in casing at waist, and horseshoe applique.

**MATERIAL REQUIRED:**  
Fabric 20" (50 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Notions: Thread, 1/4 yd (0.25 m) of 1/4" (6 mm) wide elastic. Applique: Scrap piece of fabric, paper backed fusible web, and tear-away material.

**BANDANA**  
Triangular bandana is double and has topstitching around outer edge.

**MATERIAL REQUIRED:**  
Fabric 18" (45 cm) Wide (Minimum Width) — 1/4 yd (0.25 m)  
Notions: Thread

**HAT**  
Felt hat has crown, band, double brim, ribbon on inside, and topstitching detail.

**MATERIAL REQUIRED:**  
Felt 28" (70 cm) Wide (Minimum Width) — 3/8 yd (0.35 m)  
Notions: Thread, 3/8 yd (0.35 m) of 1/2" to 5/8" (12 mm to 15 mm) wide ribbon.

**PONY**  
Pony has bridle and rein from ribbon or trim, mane from fringe type trim or yarn, and inside ears are made from contrast fabric. Head is stuffed with fiberfill and secured to stick with drawing and duct tape.

**MATERIAL REQUIRED:**  
Fabric 18" (45 cm) Wide (Minimum Width) — 1/2 yd (0.50 m)  
Notions: Thread, 3" x 6" (8 cm x 15 cm) piece of contrast, 9" (23 cm) of 1/2" (12 mm) diameter dowel, 3/4 yd (0.75 m) of 1/2" (1.2 cm) wide ribbon or trim for bridle and rein, two buttons or one set of eyes, 12" (30 cm) of string, polyester fiberfill, duct tape, 1/4 yd (0.25 m) of trim or yarn for mane.

**Legend:**  
Fabric  
Contrast  
Felt

**K104 Potluck Companions**

These fabulous potluck companions are fat quarter friendly. The casserole carrier is made from four different color fabrics, has thermal insulation between the layers and double layers on the bottom. It has two flaps that cover the top of the dish and a convenient pocket for a serving utensil. The sides cradle the dish, making it easy to carry a 9" x 13" (23 cm x 33 cm) pan, a round or an oval dish.

Pattern includes 1/4" (6 mm) seam allowances.

The casserole carrier and bowl covers are designed for woven fabrics such as cotton, cotton types, chambray, and broadcloth. The bowl covers can also be made in water repellent fabrics and oil cloth.

**Casserole Carrier**

**Materials needed:**  
Fat Quarters or Fabric width 44" (112 cm)  
Fabric 1: 4 fat quarters or 1/4 yd (0.80 m)  
Fabric 2: 2 fat quarters or 1/2 yd (0.50 m)  
Fabric 3: 2 fat quarters or 1/2 yd (0.50 m)  
Fabric 4: 1 fat quarter or 1/4 yd (0.25 m)  
Insulated Fleece: 1/4 yd (0.25 m) of 44" (112 cm) Wide\*

**\*Note:** For the insulated fleece we used Insul-Strife®; Thinsulate® is another great choice.

**Additional items you will need:**  
• Thread  
• One pair of 5" to 6" (13 cm to 15 cm) diameter round or oval handles

**Bowl Cover**

**Materials needed:**  
• Small — 1 fat quarter or a 15" x 15" (33 cm x 33 cm) piece of fabric  
• Large — 1 fat quarter or a 17" x 17" (43 cm x 43 cm) piece of fabric

**Additional items you will need:**  
• Thread  
• Extra wide double fold bias tape — 1/4 yd (1.05 m) for Small, 1 1/2 yd (1.40 m) for Large  
• 1/4" (6 mm) wide elastic — 1/4 yd (0.25 m) for Small, 1/2 yd (0.80 m) for Large

**Note:** If you would like to make your woven fabric water repellent, purchase the same amount of Therm-O-Weld Iron-On vinyl as the fabric.

**Small Bowl Cover**  
fits 8" - 10" (20 cm - 25 cm) bowl

**Large Bowl Cover**  
fits 11" - 14" (28 cm - 35 cm) bowl

**Legend:**  
Fabric 1: Bottom (Inside and Out), Flaps (Inside and Out), Inner Side of Pocket  
Fabric 2: Sides (Outside) and Outer Side of Pocket  
Fabric 3: Sides (Inside) and Inner Side of Handle Casings  
Fabric 4: Handle Casings (Outside)

Bowl covers can be made from your fabric of choice





Carrie Hempfer > Graphic Designer > Crystal Caves > Truck Wrap  
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Carrie Hempfer > Graphic Designer > Johnson Brothers Liquor > Bar Poster  
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