

## what's most important:

Balancing creativity and responsibility for the most excellent design.

Producing highly legible, effective communications pieces that create a deeply satisfying, rich visual experience.

Utilizing elements of texture, form and color for unique, distinctive approaches and solutions.

Respecting and enhancing established corporate branding.

A resulting effect which is a memorable experience where the message is delivered viscerally through the enjoyment of the communications process.

stylish

## karen ancas

6 Bobolink Road, Westford, MA 01886

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**SOFTWARE** Adobe CS5: InDesign, Photoshop, Illustrator, DreamWeaver  
Quark, Microsoft Word, PowerPoint, Excel

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**CURRENT** **Karen Ancas Design, Creative Director**

Delivering sophisticated conceptual design approaches to promotional communications that differentiate companies from their competition.  
Manage projects from concept development and design, through delivery.

**Clients include:**

- Beth Israel Deaconess Medical Center
- Catholic Memorial High School
- Algonquin Club of Boston
- Tufts Friedman School of Nutrition
- Caritas Hospitals/Steward Health Care
- Klas Shoes
- Justice Resource Institute
- Genzyme Corporation
- Summer Fenn/Fenn School
- Massachusetts Hospital Association

**Services:** Creative design, responsible project management, timely and efficient production, precise file creation, accurate pricing and effective budget control.

**2002-present** **Beth Israel Deaconess Medical Center, Graphic Designer**

**Responsibilities:** Consult with Marketing Director on projects. Design and produce marketing materials from concept through production, printing and delivery

**Accomplishments:** Consistently improving the quality of BIDMC's promotional materials over multiple service lines by refining branding and utilizing creative approaches in order to advance the medical center's reputation in Boston among the competition. Creating unique approaches to packaging informational materials that improve both patient experiences and referral rates with referring physicians.

**2003-present** **Catholic Memorial High School, Graphic Designer**

**Responsibilities:** Consult with editor on planning & layout of alumni magazine, annual report and alumni invitations. Design and produce from concept to printing; enhance & manipulate 75+ photos/graphics per issue. Manage printing & proof process, and vendor relationship.

**Accomplishments:** Responsible for taking the alumni publication from a tabloid, 12 page 2-color piece to a 36-60 page, full-color, sophisticated magazine-style publication, published 3 times annually.

**2006-present** **Ball Consulting Group, Graphic Designer**

**Responsibilities:** Design and produce promotional materials for corporate and non-profit clients in the health care industry.

**Accomplishments:** Created a unified, branded approach to promotional materials for client, Justice Resource Institute, to promote JRI as strong, credible organization, resulting in increased funding and marketplace awareness of programs and accomplishments.

**2008-2010** **Klas Shoes, Creative Director, Web Designer**

Created a marketing image which placed the company in the forefront of its competition as one of the top 10 fastest growing shoe businesses to watch in 2010.

Designed website for entrepreneurial, start-up company, creating a competitive market presence.

Developed marketing strategy, needs assessment, information architecture and competitive analysis.

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*page 2 of 3 : work history continued from page 1*

**2009- present Instructor, Hatha Yoga and Mindful Awareness Practices**

Teaching adults and teens the practice and principles of yoga and mindful awareness.

Developed a curriculum for the Department of Recreation Counselor-in-Training program and taught teens for two summers.

Currently working with Westford Public Schools to find ways to integrate yoga and mindful awareness practices into the school day through the Physical Education, Guidance and Health curriculum, and to expose teachers and administrators to the tools for stress reduction.

**PREVIOUS POSITIONS**

**2007-2009 Westford Farmers Market, Communications Consultant & Designer**

Directed marketing approach for premier farmer's market in Westford, setting the market apart from regional competition as "one of the best markets with one of the nicest settings in the area" by local publications and customers.

Developed promotional materials that created a solid, professional and credible business image, cementing local political support to sustain the market.

Designed and created website and collateral materials.

**1982 - 1998 BankBoston, Principal Designer and Manager of Graphic Services**

Starting out as a graphic designer in 1982, I built the corporation's first internal graphic design service in the bank's 200 year history, supporting the Executive offices, Corporate Communications, Marketing, Human Resources and over 20 banking business units, regionally and internationally.

Hired and managed a team of graphic designers, contractors and third-party vendors.

Supplied high-quality, creative graphic design services and marketing materials such as brochures, newsletters, invitations, murals, slide/multimedia presentations and trade show materials.

Collaborated with external agencies and provided design support during two corporate branding initiatives including logo design, name change implementation, marketing strategy and communications materials redevelopment.

Designed the bank's first web site, partnering with external agencies on the site design, information architecture, and implementation.

**EDUCATION:** Massachusetts College of Art, BFA, Illustration and Graphic Design

Certified Yoga Teacher CYT200, Hatha Yoga

**INTERESTS:** Westford Coalition for Non-Violence, consultant, founding and current member.

Artist, gourmet cook, student of sociology, physics and mindfulness.

*page 2 of 3 : work history continued*

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## references

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Julie Gardner, Marketing Communications Manager  
Beth Israel Deaconess Medical Center  
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office: 617-667-9253  
email: jsiegal@bidmc.harvard.edu

*current freelance client*  
*8 year relationship*

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Richard Averbuch, Chief Marketing Officer  
Mass General Hospital  
office: 617-643-0486  
email: raverbuch@partners.org

*current freelance client*  
*8 year relationship*

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Mark A. Krumm, Director of Communications  
Friedman School of Nutrition Science & Policy  
Tufts University  
office: 617-636-3718  
email: Mark.Krumm@tufts.edu

*current freelance client*  
*+15 year relationship*

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David A. Ball, President  
Ball Consulting Group, LLC  
One Gateway Center, Suite 406, Newton, MA 02458  
office: 617-243-9950  
email: david@ballcg.com

*current freelance client*  
*5 year relationship*

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Karen K. McCann, Manager, Branding and Design  
Steward Health Care System  
77 Warren Street, Brighton, MA 02135  
office: 617-789-5074  
email: karen.mccann@steward.org; kkmdesign@comcast.net

*current freelance client*  
*+15 year relationship*

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Lenore DelVecchio, President  
Summit Press Inc.  
63 Sixth Avenue, Chelsea, MA 02150  
office: 671-889-3991  
email: lenore@summitpress.com

*current vendor*  
*+10 year relationship*

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