





CAROLYN RUTKOWSKI

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EXPERIENCE

Design & Visual Communications Instructor, Dept. Head, South Shore Technical H.S. Fall 2007–2012; 2014–present
Redesigned program structure and rewrote the program curriculum based on the state frameworks for Design & Visual Communications for grades 9–12 including: competency based assessment on skills such as sketching, 2D design, color theory, concept development, graphic design, digital photography, animation + web, portfolio and marketing. Advanced skills in Adobe Creative Cloud including Premiere Pro, Dreamweaver, InDesign, Photoshop, Illustrator and After Effects. Compiled and wrote documentation to obtain nationally recognized PrintEd shop certification and approximately 80% success rate of my students gaining ACA certification. Experience in hiring outside vendors for agency design work, photographer and print buying as needed. Build and maintain website social media channels for design shop: bit.ly/SSTdesigngroup or @southshoretechdesign on  or .

Owner of Carrut Design, Print, Video, Web, Social Media Designer January 2001 – present
Full-service design firm from concept to production: partnered with clients to identify and develop marketing goals within their respective marketplace, create brands, logos, booth graphics, invitations, animations, video, interactivity, collateral in both print, social media and web using Adobe Creative Suite.

Clients list: LeBlanc Design, The Gore Place, Run4Scituate, Boston Center for Oral Health, The George Washington University, Mintz Levin, Alcion Ventures, LogMeIn, eCredit, Combined Jewish Philanthropies, Market Semiotics, Potomac Investigations, Erdman Preschool, Three Day Threshold, Mappari/House of Blues.

Adult Education Instructor, South Shore Technical High School, Hanover, MA Spring–Fall 2013
Taught courses for adult/evening education including: Beginner Microsoft Office, Digital Photography and Adobe Creative Suite 6: Beginner PS.

Senior Graphic Designer, Greenberg Traurig, Boston, MA February 2005–August 2007
Developed collateral concept and redesigned firm's system to meet international marketing objectives. Tasks included brochures, fact sheets, proposals, newsletters and experience sheets. Designed original national and international ad campaigns to promote firm awareness in untapped markets. Created electronic and interactive communications including invitations and web banners.

Senior Graphic Designer, State Street Research, Boston, MA July 2000–January 2005
Provided original design for company of 400 associates. Directed firm's rebranding from concept to print; including: design philosophy, hierarchical font system and comprehensive color palette for over 200 printed pieces and website. Co-composed and designed State Street Research Graphic Standards Manual. Offered cost-saving design solutions and printing techniques for annuals which saved the firm approximately \$400,000 annually. Built in-house digital photography studio saving the firm approximately \$90,000 in external costs.

CERTIFICATIONS + ACCOMPLISHMENTS

Adobe Certified Associate: InDesign, Photoshop & Illustrator, 2018
Design and Visual Communications, 9-14, Massachusetts Professional Teaching License valid through 2022
OSHA 10 Certified, 2018
Professional teaching status, August 2017, South Shore Technical High School
South Shore Technical High School, Design Communications Department Head & Art Director
MA State Vocational Educator Literacy Exam, 2006

EDUCATION

West Chester University, West Chester, PA: BFA
Fitchburg State University + UMass Boston: Vocational Education
Rutgers University, Camden, NJ: Graphic Design
Professional development: Seybold, AGI Training, Solution Tree, Xerox

SERVICE

New Teacher Mentor Co-coordinator, Gender & Sexuality Alliance Club Advisor, SkillsUSA Program Advisor, 2020
Docent Art Chair, Site Enhancement Chair, 2014–2016, Wampatuck Elementary
Advisory Committee and Chairperson, 2005, 2006, 2012: SSVTHS G.C. Dept.
Ambassador + Lunch Bunch volunteer, 2012–2014: Erdman Preschool, Scituate, MA
Big Sister, School-based mentoring, 2003–2004: Josiah Quincy Elementary School in Boston
City Year Serv-a-thon, 2000–2004: Volunteered annually at various Boston inner-city schools