

Art Director  
Creative Director  
Graphic Designer  
Interior Designer  
Illustrator

**KARLA  
TUMA**

Project Manager  
Copywriter  
Presenter  
Stylist  
Artist

## Education

Louisiana Tech University, Ruston, La.  
B.F.A., Graphic Design

East Texas State, Commerce, Tx.  
Illustration & Concepts

Collin County Community College,  
Plano, Tx.  
Various Courses

## “Get the Goods”

*References provided  
upon request*

## Experience

### Freelance Art Director & Designer, Garland, Texas | Jan2016-present

- Provide art direction, design work, copywriting, illustrations, and/or artwork for various clients including Kwik Kar Automotive Center and Springcreek Community Church

### Homestyle Dining, LLC, Plano, Texas | Creative Manager | 2009-Nov2015

- Design, write copy and produce marketing campaigns  
Includes outdoor boards, menu boards, menus, banners, posters, freestanding inserts, e-mail blasts, web pages, apparel, packaging, merchandise, etc.
- Direct creative development
- Present concepts
- Manage extensive projects including new menu board program
- Direct versioning, timelines and print specifications
- Direct photo shoots
- Develop in-store displays
- Design and produce trade show displays
- Design restaurant remodels and prototypes (interior and exterior)  
Create theme; develop setting; design all significant sections; select color scheme/all finishes; select tile, stone and flooring; create P.O.S. displays; design lighting fixtures; design and/or select furniture; develop wall décor (includes working with photographer to shoot appropriate images); select place settings, serving pieces, uniforms
- Direct creative for new prototype branding

### Metromedia Restaurant Group, Plano, Texas | Creative Manager | 1998-2009

- Directed agency in creative development of marketing campaigns  
Included freestanding inserts, outdoor, P.O.S., menu board panels, menus, apparel, merchandise, training materials, flyers and coupons
- Served as internal art director for broadcast
- Directed timelines and print specifications; press check proofs
- Managed and directed photo shoots
- Directed internal and external designers for creative service
- Designed and produced marketing campaigns
- Participated in the strategic development of marketing calendar

### Bonanza Steakhouses, Dallas, Texas | Graphic Designer | 1993-1998

- Performed daily operations of in-house design service to support franchisees and company marketing directors
- Designed and/or illustrated all creative materials
- Managed production, printing and shipping

## In My Toolbox

- Mac, PC
- InDesign, Photoshop, Illustrator, PowerPoint, Acrobat Pro, Word, Excel

## What Else?

- Created the Art 'n' Soul Workshop which focuses on relieving stress via the process of creating a visual
- Created exact replicas of religious murals; restore artwork
- Create and market personal inspirational artwork

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