

# PROFESSIONAL EXPERIENCE



## ART DIRECTOR, CARMAX

2014 – PRESENT

Create and update designs supporting store growth and expansion across the country in a high-speed retail environment. Specializing in large format retail signage such as banners, legal & way finding signs, promotional materials, vinyl graphics, digital display images, and photo galleries specific to each geographic location. Traveling supervisor to on-site installers for all store signage at new and remodeled stores across the country for correct implementation and problem solving on the fly. Also responsible for creating unique and memorable interactive designs for local community-sponsored events such as car wraps, stage designs, games and more.

Major Achievements: Advocate for design improvements to enhance the customer experience and staff pride in new retail stores. Became the go-to person for event experiential designs. Stepped in as new in-house portrait photographer and event photographer while training others to do the same. Helping to lead our Agile workflow team of innovators to develop new and exciting store experiences for our customers.

## FREELANCE PHOTOGRAPHER & DESIGNER

2006 – PRESENT

Provide branding, photography, print design, package design, web design elements, social media, and illustration services for private, corporate, retail, non-profit, and government clients.

Clients & Agencies: Profiles, Brainstorm Creative, Boss Staffing, Randstad Staffing, Armor Group, Think Design, Hairy Hound Dog Training, The Bee Folks, Michalene's Soaps, D2, Amberient, PointWright, Mjach Designs, Bold River. Pro-bono photography and design work for animal rescue groups in MD, PA and VA.

## SENIOR GRAPHIC DESIGNER, BTRC

2004 – 2006

Created materials for government trade shows and annual events including pop-up banners, stage and photo backdrops, event programs, posters, way finding signs, brochures, table setting signage, and more. Developed and designed awards for government clients and internal team. Trained junior designers and peers as well as directed and implemented team's first procedural manual.

Major Achievements: Overhauled design team's processes and procedures, streamlining production and reducing mistakes. Enhanced team-building and introduced learning initiatives. Maintained ties with senior management and VPs while assisting remotely located Art Director in managing team and tracking workflow.

## ADVERTISING MANAGER, HUDSON TRAIL OUTFITTERS (HTO)

1999 – 2004

Coordinated advertising research, marketing, production, and implementation of graphics solutions for retail store locations in-house. Managed all aspects of print, web, and retail display advertising including corporate collateral, newspaper and online advertising, consumer e-mails, and point of purchase materials. Performed computer system upgrades/maintenance and made purchase recommendations. Managed and trained junior designers as needed.

Major Achievements: Redesigned company logo and created design standards within a year of joining the company. Increased in-house production capabilities over 12 times the output of previous years. Secured new and expanded co-op advertising partnerships with vendors netting \$115K in advertising dollars in 2002.

**MARY KOSTER**

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## TECH SKILLS:

Adobe suite including  
InDesign, Illustrator,  
Photoshop, and Acrobat.

Photography, Illustration,  
Writing, Editing, Social  
Media Management.

Lean Kit and  
Agile Workflow.

Microsoft Office 365  
with Word, Excel,  
Outlook, OneDrive,  
Skype, Sharepoint  
and Teams.

Backup systems  
operation and recovery.  
Asset management  
and tracking systems.

## EDUCATION:

BS in Graphic Design  
AA General Studies