

Klaus Larsen

Senior Production Artist



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Qualifications

- 20+ Years Print Production experience in the CPG industry
- High level of accuracy working in fast-paced environments
- Ability to work with cross functional teams
- Excellent people and vendor management skills
- Timely delivery of assets - accurately and efficiently
- Professional-level work utilizing the latest Adobe Suite Software

Experience

Navitas Organics 2016-Current

Responsibilities:

- Oversee and manage entire Print department
- Develop, manage and produce all print production for 160+ SKUs over 3 countries
- Collaborate with Marketing and Sales for print and digital assets
- Produce collateral - Print Advertising, Header Cards, POP, sell-sheets, postcards, displays etc.
- Develop and maintain Digital Asset Management and archiving
- Directly manage sourcing and vendors
- Oversee color proofing and final approval on Press Checks

Amy's Kitchen 2015-2016

Responsibilities:

- Print production for 200+ SKUs over 4 countries
- Mechanical layout through press- layout, compositing, retouching and color correction
- Responsibilities also included archiving, project management and creating SOPs
- Production of various print collateral- Advertising, Sell-Sheets, Header Cards and POP displays

LeapFrog Toys 2014-2015

Responsibilities:

- Print production for 50+ SKUs over 3 countries
- Toy Packaging production including POP, Parent Guides, Quick Start Guides, Stickers and Cross-Sell.
- Cross-collaboration with Copy-writing, Regulatory, Legal, Localization etc.

Freelance 2000-2015

Partial Client list:

- Adobe - Classroom in a Book (Contributor)
- Sony - Catalog Design, Production and 3-D Modeling.
- Electronic Arts - Game Packaging
- GNC - Design / Animation
- Charles Schwab - Design / Animation
- Edutopia - Photography
- Egreetings.com - Design / Animation
- Marin Mountain Bikes - Graphic Design.
- Mindscape - Software Package Layout / Mechanical / Pre-press.
- Stuart Anderson's Restaurants - Graphic Design / Layout / Mechanical / Pre-press.
- The Learning Company - Layout / Mechanical / Pre-press.

Portfolio / references upon request.