

# Klaus Larsen

Senior Production Artist



773 Clausung Avenue

Novato CA 94945

T: 415.381.1236

klaus@klpstudio.com

## 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.*