

The world is but a canvas to the imagination



Artist  
Designer  
Innovator  
Leader  
Communicator  
Project Manager

Karen Hine

The best way to  
have a good idea  
is to have lots of  
ideas

about me



born 1970  
married 2002  
location Mansfield

work  
experience

1989-2007  
illustrator  
art editor  
ebusiness team leader  
art director  
project manager  
concept developer  
marketing designer

## differentiators

- seriously talented
- vertical and horizontal competencies
- business driven
- customer focused
- proven track record
- team orientated
- self motivated
- experienced
- values led
- super nice
- funny

## likes

- theatre
- art and crafts
- animation
- motorbikes
- rugby
- food
- reading
- extreme makeover - home edition

... no really - why me!



The possibilities  
are always there

Repeatable  
excellence

work history



skill sets: illustration, graphic and web design,  
photo-retouching, rapid application  
development project management,  
coaching, training,

London  
1989: PR Graphic Images  
1993: TIN Publications  
1995: Perot Systems Europe  
2000: Eurodata  
2001: Violet Ink\*

Norf  
2002: Pacemaker UK  
2004: Serco Learning Solutions

\* *married and relocated*

Nothing can stop  
a woman with  
the right attitude  
from achieving  
her goal

clients / projects

**websites:**

[www.emiliodelamorena.com](http://www.emiliodelamorena.com)  
[www.hanksracing.com](http://www.hanksracing.com)  
[www.thechangemanifesto.com](http://www.thechangemanifesto.com)  
[www.metrosofttoys.co.uk](http://www.metrosofttoys.co.uk)  
[www.theturds.com](http://www.theturds.com)  
[www.violetink.co.uk](http://www.violetink.co.uk)  
[www.serco.com/others/facility/primary](http://www.serco.com/others/facility/primary)  
[www.woodseatsengineering.com](http://www.woodseatsengineering.com)  
[www.woodseatsengineering.com/teamwer/](http://www.woodseatsengineering.com/teamwer/)  
[www.eurodatasystems.com](http://www.eurodatasystems.com)  
[www.perotsystems.com](http://www.perotsystems.com)  
[www.metophizz.com](http://www.metophizz.com)

**Intranet sites:**

[www.clearstream.com](http://www.clearstream.com)  
[www.ittf.com](http://www.ittf.com)

**Extranet sites:**

[www.westlandutrecht.nl](http://www.westlandutrecht.nl)  
[www.kpn.com](http://www.kpn.com)



Unysis  
Software AG  
Schweppes  
Barclays Home Finance  
Immigration Nationality Directorate  
Swiss Bank Warburg  
Clearstream  
International Tennis Federation  
Westland Utrecht  
KPN  
Hanks Racing  
Team WER  
The Turds  
the Simpsons (Fox Studio)  
Not So Scary Monsters  
Institute of IT Training  
ChildLine  
emilio de la morena  
Serco Facility

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution

example achievements

### International Tennis Federation (Perot Systems)

Designed the User Interface for a multi-million pound extranet project launched globally, on time, within budget and to requirements. Facilitated the People Change Management programme to encourage early adoption.

### The Simpsons (Pacemaker)

Produced artwork for licensed Simpsons products liaising with Fox Studios to ensure brand guidelines were followed.

### Facility MIS (Serco Learning Solutions)

Designed and project managed the production of marketing collateral for brochureware, direct mail, external and internal communications.



Karen has been instrumental in helping to develop, interpret, test and implement the Serco brand design system. Her mastery of applications, creative skills and can-do attitude make her a terrific colleague.

**Alec Rottray**, Marketing Director, Serco

Karen's work has always been of the highest quality, and has added definite value to the strength of the bid team. Most importantly Karen has always been very eager to offer her help to any project, however difficult, and has brought to every task a high level of enthusiasm, a collegiate approach, both of which have inspired confidence in others.'

**John Rootham**, Bid Director,  
Serco Learning Solutions

Karen is skilled in generating original ideas and translating these into successful marketing designs. She is adept at juggling multiple projects and, without fail, always delivers on time.

Karen combines an organised and methodical approach with a warm and supportive attitude. Karen is very much a 'people person', and works hard to ensure that her team functions well together.

A creative genius, and great fun to have around too!

**Katherine Alden**, Marketing Manager  
Serco Learning Solutions

I first met Karen Hine in the spring of 2006. Since that date she has been one of the most helpful and productive people that I have ever met in Serco. I have worked with her on a number of projects and it would be fair to say that she has never failed me in getting the desired result. She often goes beyond her call of duty and she has knowledge of our business that is exceptional. I have always found her cooperative and friendly and it would be fair to say that for all my colleagues in Dublin too.

**Thomas Hennessy**, Sales Manager International Schools  
Serco Learning Solutions - Ireland

testimonials

Quality is not an act, it is a habit



I have always found her to be a most conscientious, helpful and valued colleague in everything she does. She's an Angel.

**Mike Averill**, Software Trainer, Serco

We were extremely sad to lose Karen and would not hesitate to re-employ her should she choose to move back to London. Our loss is Mansfield's gain, a truly exceptional employee, she has been truly missed.

**Paul Craddock**  
Managing Director  
Violet Ink

If we had had a prize Karen would have won best employee every month!

**Colin Steed**, CEO  
The Institute of IT Training

Karen is very committed and conscientious and I'm always confident that I am going to receive good results. Her standard of creative work is excellent and she always responds very accurately to the brief. My projects have been mainly illustrative and she has a special aptitude for this work.

**Louise Skidmore**  
Managing Director  
Abbey Marketing

The quality of a person's life is in direct proportion to their commitment to excellence

testimonials



Quality is not an  
act, it is a habit

karen hine

