

Enterprising Graphics/Caren Parnes Biography

Enterprising Graphics was begun in 1999 as the brainchild of creative director Caren Parnes, a creative professional with 25 years experience in the advertising, publishing and printing fields.

She recognized that in a world of every-tightening budgets and changing priorities, clients need a creative resource that gives them the experience, vision, and broad skill set of a large design firm while maintaining the cost-efficiency of an independent contractor. With this flexibility in mind, she partnered with a group of other talented professionals from web designers to copywriters and photographers on a project basis.

Our creative team will handle your projects large or small, concept to press: identifying the client's marketing needs; developing a creative concept around your project parameters; designing and engineering the project for print or web, copywriting, purchasing stock art or hiring a photographer, creating illustrations, doing digital production, purchasing printing and approving the press check.

Our project scope ranges from small one-shot collateral projects to marketing campaigns. Whether your project is a marketing piece, a catalog, a book, or identity development; whether your needs are print or web; we have the knowledge, talent and flexibility to communicate your message effectively while maintaining your schedule and bottom-line.