

KATHRYN

Graphic Designer / Art Director

Education

Oklahoma State University

Bachelor of Arts, Advertising and Graphic Design

Stillwater, Oklahoma

2006-2011

Experience

Freelance Senior Designer

NYC & Company - NYCgo.com

New York, New York

October 2016 - July 2017

Brainstormed global campaign concepts and strategies to drive NYC tourism. Designed across a variety of media including tradeshow installations, outdoor advertising, event design, print publications and video. Collaborated with cross-functional teams. Managed deadlines of multiple large-scale projects simultaneously. Pitched concepts to key internal stakeholders and external partners such as American Express, Broadway Inbound, Nickelodeon and Warner Brothers.

Freelance Art Director

Fab.com

New York, New York

January 2016 - July 2016

Hands-on art director responsible for visual elements of the brand including: all digital + print marketing materials, SKU-level images + videos, and various special projects such as event design and merchandise design. Managed a team of graphic designers; provided design feedback and monitored work-load. Concepted, produced, and directed product and lifestyle photoshoots. Designed on-trend seasonal style guides. Negotiated contracts and hired freelance talent as needed.

Senior Designer

Manicube

(now The Red Door at Work)

New York, New York

September 2014 - October 2015

Created all digital and print assets across multiple channels including the creation of: weekly emails, branded tote bags, coffee mugs and stickers, Spotify and Pandora ads, magazines ads, landing pages and whitepapers. Produced multiple photoshoots, handling everything from the budget to talent booking to art direction.

Senior Graphic Designer

Production Designer, Fashion

Fab.com

New York, New York

August 2012 - September 2014

Designed emails and web assets for a multi-million member audience. Assisted in the conception of style guides and campaigns. Created design templates. Managed the work flow of the graphic design team. Built site events using a back-end CMS. Retouched images.

Coordinator at 321Launch • New York, New York • June 2011 - August 2012

Contact

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