

katierose.design

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education

MIAMI UNIVERSITY
Oxford, Ohio | May 2014

BFA in Graphic Design
Minors: Marketing + Interactive Media
University Honors Program
Cum Laude

areas of expertise

Logo Design
Strategy
Branding
Web Design
Art Direction
Project Management
Content Creation
Storytelling
Print Design
Social Media Management

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Illustrator
Photoshop
InDesign
After Effects
Wordpress
MailChimp
MS Office

work experience

PERSONIFY | SENIOR DESIGNER
Menlo Park, California | Spring 2015–Current

Facilitate brand development process from a macro to micro level. Manage multiple project roles including idea development, design iteration, and client / vendor management. Implement strategic design solutions relevant to client needs.

Responsibilities: logo + identity design, brand positioning, web design, print design, social media management, project management, naming, signage, art direction, marketing collateral, content creation, copywriting, photography

CREATETWO | JUNIOR DESIGNER
Auburn, Alabama | Winter 2014–Spring 2015

Contributed to the public relations and marketing team by creating visual solutions for clients, including email and social media graphics, print pieces, and one-of-a-kind letterpress posters.

CATCH NEW YORK | FREELANCE JR DESIGNER
New York City, New York | Summer 2014–Winter 2014

Supported the senior creative staff in developing logos and exploring visual concepts for clients such as And 1, Loews Hotels, and the NBA.

HYPERQUAKE | CREATIVE INTERN
Cincinnati, Ohio | Summer 2013

Collaborated with designers and strategists in a team setting to develop brand identities, promotional pieces, and installation spaces.

MTV NETWORKS/VIACOM | PRINT INTERN @ LOGO
New York City, New York | Summer 2012

Influenced off-air designs for Logo by researching trends, creating moodboards, retouching photos, editing print ads, and creating still screen images for media outlets.

