



Kate E Durr

Creative, Innovative 2D & 3D Production Designer

Tel: 740.972.0699

Email: katedbee@gmail.com

Web: katedurr.com

Driven, dedicated, & motivated 2D & 3D graphics & web designer with experience building design workflows & brand assets from the ground up who thrives in an innovative, collaborative, & unconventional creative team.

Education

Bachelor of Fine Arts – Video Game Production & Design

Jun 2013 – Jul 2015

Sanford-Brown College Online – Tampa, FL

Graduated Summa Cum Laude – 3.92 GPA

Skills

- Graphic design – business cards, letterheads, multi-format prints, digital
- Website design – wireframing, layout design, front end development
- Brand creation & implementation – style guides, logos, taglines, web presence, signage
- Print & digital advertisement design – billboards, brochures, magazines, banners
- Agile workflow – on site & remote project collaboration
- Vector & pixel art – illustrations, icons, photo outlining
- Website management – SEO, analytics, privacy & accessibility, CMS, DNS
- 2D & 3D animation – iconography, pixel art, hand drawn
- 3D modeling – character, environment, technical CAD, rigging, texture mapping
- Creative & technical copywriting
- Photography & videography – product, model, studio, on-location
- Photo manipulation & editing – model, landscape, realistic, surreal

Software

- Adobe Creative Cloud – Photoshop, InDesign, Illustrator, Acrobat, Animate, Dreamweaver
- Affinity Creative Suite – Designer, Photo, Publisher
- Collaboration software – InVision, Zeplin, Jira, Confluence, Dropbox, Skype, Upwork
- Web design (CMS, HTML, CSS) – Wordpress, Squarespace, Wix, Jekyll
- Yoast SEO Academy certified
- Social media management – Facebook, Twitter, Instagram, YouTube, Google My Business
- 3D modeling software – Maya, Mudbox, Meshmixer, Blender
- Microsoft Office Suite – Word, Excel, PowerPoint, Outlook, Teams, OneDrive
- Google apps – Drive, Calendar, Chat, Docs, Sheets, Slides, Forms,
- Operating systems – Windows, Mac, Ubuntu
- 3D printing – Formlabs, SprintRay, EnvisionTEC (printers, materials, equipment, software)
- Photo & video cameras – Sony A7RIII, Nikon 7100, Canon AE-1 Program

Keywords

Curious
Dedicated

Fast-learner
Genuine

Hard-working
Independent

Introverted
Kind

LGBTQ+
Multifaceted

Observant
Resourceful

She/her
Tech-savvy



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Experience

Lead Production Designer – Remote Infinite Smiles, Inc. – Powell, OH

Jan 2019 – Present

- Establish brand guidelines and complete rebrand including new logo, color palette, typography, client profiles, marketing materials, forms, letterheads, and business cards
- Recreate, repair, design, and manage Wordpress website for better user experience, SEO, speed, and multi-device performance – #2 conversion source with nearly \$800,000 in production from Aug 2019 to Mar 2022
- Design and publish 16-page, mass-distribution dental catalog – #1 conversion source with over \$900,000 in production with a reach of 180,000 households from Aug 2019 to Mar 2022
- Maintain creative and marketing content for the business including digital and print marketing materials, website design, social media posts, blog content, and brand guidelines
- Improve online presence through SEO, social media, and online and print marketing campaigns – #30 average placement in Ohio through organic Google search (#40 nationally)
- Coordinate and participate as second-shooter for client photo and video shoots on-location with Lead Multimedia Specialist
- Design and fabricate dental appliances through 3D modeling software and 3D print programs, and print materials in-house using various 3D printers

Freelance Graphic & Web Design Consultant – Remote Kate E. Durr Professional – Columbus, OH

Apr 2015 – Present

- Work with various design programs to complete design assignments based on client requests and requirements to fit their time and budget
- Manage client correspondence (sometimes using Google Translate as interpreter) and independent business requirements
- Set up and maintain appointments with clients to maintain quality service and support resolution
- Complete a wide range of design tasks including logo design, branding, print and digital advertising, social media management, website design and management, and 2-D animation

Production Manager Cardinal Health, Inc. – Columbus, OH

Aug 2016 – Dec 2018

- Worked as the single, head designer on a multi-million dollar ecommerce website redesign project for the Cardinal Health B2B platform containing over 100,000 medical products
- Wireframed, designed, and updated webpage mockups and workflows as old as 1999 using Adobe CC, Zeplin, Jira, and Confluence as part of an Agile workflow
- Established, managed, maintained, and distributed Cardinal Health Market standard photography and 360 degree photography style guides and processes
- Wrote user experience and design functionality requirements
- Communicated with on-shore and off-shore development teams, business units, and business managers directly to ensure requirements were met across applications
- Worked with developers on writing and implementing front-end code as it was necessary to produce exact results based on wireframes
- Designed, authored, and implemented targeted and segmented promotional content using Adobe Photoshop and AEM



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Experience

Graphic Design Consultant - Remote
Upwork Global, Inc. - Santa Clara, CA

Nov 2015 - Nov 2016

- Worked one-on-one, entirely remotely, with business owners in ecommerce, technical support, and medical fields to create personalized, professional branding from the ground up while following tight deadlines
- Managed multiple client correspondences and project expenses simultaneously
- Designed and optimized branding and promotional materials, websites, and design documents using Adobe CS6 and packaged deliverables in digital and print formats
- Communicated effectively with clients speaking multiple languages (using Google Translate as interpreter) and accommodated schedules in multiple different time zones

Branding Design Consultant - Remote
Imprimis Networks, LLC. - Houston, TX

Dec 2015 - Jun 2016

- Repaired and optimized company logo for multi-purpose print and digital use using Adobe CS6 and formatted for multiple devices and breakpoints
- Collaborated with management team entirely remotely to optimize website design and layout to better represent brand
- Managed and implemented changes to Wordpress site on a regular schedule including bug fixes and troubleshooting
- Set up email server, encryption, and security settings between Wordpress, HostGator, and Google
- Established and tested remote desktop service option for B2C customer support

Freelance Pixel-Art Animator - Remote
Stern Pinball, Inc. - Chicago, IL

Oct 2015 - Feb 2016

- Illustrated detailed pixel-art panels for different licensed projects using Adobe Photoshop CS6 and Cosmigo Pro Motion 6.5
- Completed work entirely remotely, maintaining effective communication with Stern Pinball staff
- Collaborated closely with animation team to meet strict palette guidelines conforming to a retro-style, 16-bit LED marquee display
- Collaborated closely with Stern Pinball, Inc. and associated clients to produce art that followed highly strict, well-known pop culture brand guidelines

Awards

Essential to Care award
Cardinal Health, Inc.

Jun 2017

Top-Rated and Featured Freelancer
Upwork Global, Inc.

Nov 2016

President's List Member
Sanford-Brown College Online

Aug 2013

National Honor Society, National Mathematics Honor Society,
La Sociedad Honoraria Hispanica, & National History Honor Society
Big Walnut High School

Sep 2011