

Kate Beret Festa {Graphic Designer}

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Education **University of Miami** Coral Gables, FL
Bachelor of Science in Communication, May 2012
Majors in Advertising and Studio Art (Graphic Design)

Experience Boston Startup School, Harvard iLab, Cambridge, MA
Product Design Student {May 2012-Present}
Work on real startup challenges, apply new skills, and meet startup companies looking for top talent to grow their businesses.
Learn and build user stories and personas and user current tools to design and shape beautiful user experiences with online products.

Anthropologie, Miami Beach, FL
Visual Display Intern {January 2012-May 2012}
Create an unimagined customer experience that is inspiring, dynamic and inviting through creative presentation and placement of merchandise.
Actively seek inspiration and apply personal creative talent to develop and contribute unique perspective to the overall display concepts.

Cystic Fibrosis Foundation, Miami, FL
Freelance Graphic Designer {January 2011-May 2012}
Design logos and branding for events and fundraisers held by CFF.
Work with the board to plan and design effective promotional material for the events and fundraisers.

Public Relations & Advertising Agency of the University of Miami (PRADUM), Coral Gables, FL
Graphic Designer {September 2009-May 2011}
Design professional campaigns for local businesses and organizations. Work with teams in a leadership role to meet client expectations under firm deadlines.
Engage with clients to develop and execute campaign strategies that accurately adhere to client needs.

Valpak Coupons, Brooklyn, NY
Digital Marketing Consultant {August 2009-December 2010}
Direct sales of search engine optimization and search engine marketing products.
Develop informative business pages through search engines and social media networks for clients to promote their business on the web.
Provide daily updates and maintenance of company pages and social media pages to create consistent advertising for clients and their businesses.

Activities Dean's List, Fall 2010, Spring 2011
Vice President, University of Miami Ad Group
Creator & Designer, PhilADthropy Committee
Freelance Photographer, Grand Avenue News
Team Member, University of Miami Women's Volleyball Club
Volunteer, Gandhi Day of Service

Skills Proficient in Creative Suite 5
Basic knowledge in Dreamweaver and Flash
Social Media: Facebook, Twitter, Tumblr, Pinterest & Instagram