# Katie M. Connor

A multidisciplinary designer from the USA seeking project-based or full-time work as a graphic designer, junior art director, or video editor.

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www.kaco.info

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## Experience

**Brand Visualizer & Graphic Designer**
**2013 to 2015**

**BSUR Shanghai**
Shanghai, China

BSUR is a Dutch branding agency advising clients on market entry, positioning and localization.

**Responsibilities**

- Created all visual material with the design team, including brand books, visual identities, web/app interfaces, print collateral, packaging, and videos.
- Researched and developed creative concepts and ideas and communicated them visually with mood boards and presentations.
- Provided creative consulting/direction on photo and video shoots, advertising campaigns, product designs, and interior/architectural designs.
- Managed multiple project timelines, administrative tasks and communication while consistently meeting deadlines.

**Graphic Designer & Video Editor**
**2012 to present**

**Freelance**
Shanghai, China & Taipei, Taiwan

Since 2012 I have taken on a wide range of creative projects. For more information, see www.kaco.info

**Projects & Responsibilities**

- Built a fashion brand from scratch (www.uvav.co). Developed concept, designed and produced garments, visual identity, website, and marketing materials.
- Created branding, visual identity, illustration, layouts, print designs and website designs for individuals and small businesses.
- Shot and edited videos for events, created video content for brands from existing footage.
- Executed numerous self-initiated projects in graphic design, screenprinting, accessories design, digital illustration, and drawing.

## Education

**2010 to Present**

Learned the following skills through books and tutorials: HTML/CSS, principles of graphic design, sewing and fashion merchandising, Adobe Illustrator, InDesign and Premiere, Ableton Live, basic French and Mandarin.

**2007 to 2010**
**Richmond, Virginia**
**USA**

Virginia Commonwealth University School of the Arts
Bachelor of Fine Arts in Sculpture + Extended Media
VCUarts is ranked the #1 public arts & design program in the USA.

## Skills

**Software**
**Languages**
**Branding & Advertising**
**Hobbies**

HTML/CSS, Final Cut Pro, Adobe Illustrator, InDesign, Photoshop and Premiere
Native English, basic Mandarin Chinese, basic French (improving rapidly!)
Name creation, research and analysis, brand strategy, copywriting and editing
Traveling, reading, cycling, playing drums