

kate burson

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Education	<p>BA Digital Design, Seattle University; Seattle, WA – 2016</p> <ul style="list-style-type: none">• Graduated Cum Laude• Minor in Business Administration• Trustee Scholar: highest level of academic scholarship at Seattle University
Experience	<p>Sales Leader, Pier1; Folsom, California – February 2018–Present</p> <ul style="list-style-type: none">• Assisting customers with merchandise questions and providing decorating options• Visually merchandising, pricing, and maintaining a clean and safe shopping environment• Delegating tasks and keeping track of employee breaks <p>Freelance Graphic Designer; Sacramento, California – January 2018–Present</p> <ul style="list-style-type: none">• Completed projects primarily involving personal branding, print mailing, and logo design• Learned and honed business management and organizational skills <p>Graphic Designer, Kasala; Seattle, Washington – July 2016–August 2017</p> <ul style="list-style-type: none">• Created all digital media, including digital advertisements and website design elements• Tracked the performance of digital ad campaigns with Google Analytics and evaluated which aesthetic styles were most effective• Collaborated with the creative director on print materials such as sale catalogs, look books, print advertisements, and store signage• Participated in the furniture selection and styling process for photo shoots• Edited and re-sized the raw images to be used for web and print purposes <p>Bike Courier, Caviar; Seattle, Washington – April 2016–November 2017</p> <ul style="list-style-type: none">• Delivered food from restaurants around the city to customers homes and gained experience working hard and working on a timeline <p>Graphic Designer, Nature Consortium; Seattle, Washington – February 2016</p> <ul style="list-style-type: none">• Collaborated in a group of four people to make promotional materials and a program for the 2016 Arts in Nature Festival• Worked with the client to create a concept that aesthetically combined art and nature and that would promote the Nature Consortium as a diverse organization• Presented the poster, postcard, program, and online ad to the client• Client's satisfaction was proven when the design materials were used again the following year <p>Vice President, Fashion Club of Seattle University; Seattle, Washington – 2014–2015</p> <ul style="list-style-type: none">• Led a production team of five people at weekly meetings and guided brainstorming for upcoming events• Created aesthetic scheme for the annual fashion show, calculated the production budget, and ordered materials• Developed communication skills by coordinating local stores to participate in the fashion show
Skills	<p>Adobe Photoshop, Illustrator, InDesign, Microsoft Excel, Word, PowerPoint, HTML, CSS, Java Script, WordPress, MailChimp, Shopify, Google Analytics, Typography, Branding, Marketing,</p>