

KATIE ALFORD

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KatieAlford.me | Oakland, CA

Qualifications Profile

Graphic designer with exceptional marketing skills. Experience establishing client relationships and managing creative accounts while designing multi-faceted media. Proficient at front-end web development, and skilled at incorporating design techniques to web.

Key Strengths

- + Keen and innovative eye for layout and composition
- + Superior at prioritization and balancing many tasks
- + Proficient at realism drawing and painting
- + Problem-solving and rational decision-making
- + Continuous performance improvement
- + Excellent organizational and presentation skills

Career Progression

GRAPHIC DESIGNER/MARKETING ASSOCIATE

S&J ADVERTISING | SAN RAMON, CA

OCTOBER 2012 – PRESENT

- + Work directly with clients to create compelling stories that embrace their products
- + Implemented and continue to maintain social media platforms company-wide
- + Manage multiple customer accounts spanning diverse industries
- + Conduct all aspects of print advertising campaigns: design, copywriting, and editing
- + Responsible for diverse layouts across four publications

WEB/GRAFIC DESIGNER

INDEPENDENT CONSULTING | REMOTE

DECEMBER 2007 – PRESENT

- + Design print and digital media for tech start-ups, artists, non-profit organizations, and more.

GRAPHIC DESIGNER

CALIFORNIA STUDENT SUSTAINABILITY COALITION | BERKELEY, CA

JAPRIL 2013 – APRIL 2014

- + Headed the branding initiative by designing logos, t-shirts, flyers, and other promotional materials for events at UC Berkeley
- + Collaborated with students to progress environmentalism across California universities
- + Created poster and t-shirt designs which minimized the amount of waste material and emphasized the use of recycled products
- + Continually carried out projects with punctuality and efficiency

GRAPHIC DESIGN INTERN

NORTHCOAST ENVIRONMENTAL CENTER | ARCATA, CA

JUNE 2010 – AUGUST 2012

- + Developed design layout for the organization's bi-monthly newspaper
- + Produced ad designs for local businesses involving graphic creation and masthead typeface development
- + Designed event flyers, executing projects from concept to web/print
- + Furthered public understanding of social and political issues within of Northern California and Southern Oregon

Education

BACHELOR OF ARTS: STUDIO ART, GRAPHIC DESIGN

HUMBOLDT STATE UNIVERSITY | ARCATA, CA

AUGUST 2008 – MAY 2012

FRONT-END WEB DEVELOPMENT

GENERAL ASSEMBLY | SAN FRANCISCO, CA

JUNE – AUGUST 2014

Other Relevant Skills

SOFTWARE

Adobe Creative Suite
HTML & CSS
Javascript & jQuery
Git/GitHub
MailChimp

ILLUSTRATION

Extensive training in life drawing and painting
Integration of hand-drawn art onto screen

MARKETING / SALES

Account Management
Event Planning
Service Industry Management
German Speaking