KATIE ALFORD

KATIEALFORD.ME | ALFORDKATHLEEN@GMAIL.COM | 408.499.3814

PROFILE

Experienced **Graphic Designer** with solid marketing skills. Typography, color theory, grid system and branding expert. Self-starter who's proficient at HTML, CSS, Javascript as well as illustrating. Thrives in a fast-paced environment with determination, enthusiasm, and a keen eye for details.

KEY STRENGTHS

+ Conceptualizing, designing and executing brand projects
+ Illustrating both print and digital products
+ Collaborating and communicating respectfully with co-workers
+ Problem-solving and rational decision-making
+ Continuous performance improvement
+ Prioritization, 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
+ Initiated, implemented and maintain social media platforms company-wide
+ Manage multiple customer accounts while creating consistent brand material
+ Conduct all aspects of print advertising campaigns: design, copywriting and editing
+ Responsible for presenting and explaining diverse designs to clients
+ Wear many hats and quickly switch gears to be of maximum help when priorities change

WEB/GRAPHIC DESIGNER

INDEPENDENT CONSULTING | REMOTE
DECEMBER 2007 – PRESENT

+ Use design principals to create traditional and digital branding media for various businesses
+ Present art direction by carrying out sketches through coding HTML, CSS, and Javascript
+ Offer current web design trends, and responsive web design for phone, tablet, etc.

GRAPHIC DESIGNER
CALIFORNIA STUDENT SUSTAINABILITY COALITION | BERKELEY, CA
APRIL 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 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

SKILLS

SOFTWARE
Adobe Creative Suite
Microsoft Office
Digital Photography
HTML,CSS, Javascript
Git/GitHub

ILLUSTRATION
Extensive training in life drawing and painting
Conversion of hand-drawn sketches into pixel
Infographic design

MARKETING / SALES
Account Management
Event Planning
German Speaking
Employee Supervision

CHECK OUT MY FULL PORTFOLIO AT KATIEALFORD.ME