

# KATIE ALFORD

KATIEALFORD.ME | ALFORDKATHLEEN@GMAIL.COM | 408.499.3814

## PROFILE

Innovative **Graphic Designer** with a solid foundation in fine art. Pproficient at HTML, CSS, Javascript as well as illustrating. Thrives in a fast-paced environment with determination, enthusiasm, and an acute 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 II

COLLIERS INTERNATIONAL | OAKLAND, CA  
MAY 2015 – PRESENT

- + Applying design principles to flyers, brochures, collateral, etc.
- + Brand buildings, as well as entire neighborhoods for development
- + Maintain communicative relationships with colleagues and brokers
- + Initiate, develop, and execute commercial real estate advertisements

### GRAPHIC DESIGNER/MARKETING ASSOCIATE

S&J ADVERTISING | SAN RAMON, CA  
OCTOBER 2012 – MAY 2015

- + 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 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

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