

# KATIE ALFORD

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## 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

- + Illustrating both print and digital products
- + Conceptualizing, designing and executing brand projects
- + 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/GRAFIC 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

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