

Kathryn Miyamoto

Optimistic and organized graphic designer with 7+ years experience enhancing sales and improving customer engagement with thoughtful digital, print and brand experiences. Seeking to ignite career with a team built on organization.

Address Capitol Hill, Denver, Colorado

Email kathrynmiyamoto@gmail.com

Phone 720-328-7423

Portfolio kathrynmiyamoto.myportfolio.com

Relevant Experience

Print/Web Specialist *Global Down Syndrome Foundation, September 2021–March 2022*

- Completed an overhaul of their MailChimp system by designing new templates for every department which improved email open rates by 5% over three months
- Created and implemented a protocol for sending email campaigns to their list of 30,000 subscribers that ensured success and fixed past mistakes
- Designed and produced a 120 page program for an event that generated over \$1.9 million

Brand Manager *T Tree Glass, September 2020–September 2021*

- Assimilated the invoicing and shipping of customer purchases in a prompt manner
- Collaborated with the sales team and integrated designs that led to \$37,000 in revenue
- Cultivated 40% follower growth and boosted engagement by 9% with a giveaway campaign

Freelance Designer *Jan 2017–Present*

- Executed multiple rebranding campaigns for small businesses
- Produced social media marketing campaigns that lead to 20% growth in accounts
- Designed landing pages and improved existing websites which led to improved online sales

Graphic Designer *Birds Beware, May 2014–September 2016*

- Developed over 200 graphic design projects such as EDDM, brochures, advertisements, infographics, and social media content that furthered client transactions by 20%
- Introduced tablet integrated sales forms with virtual quotes, work orders, invoices, and appreciation cards that doubled worker efficiency and secured customer relationships

Education

B.A. Communication, Culture & Media, Minor in Spanish and Journalism

Michigan Technological University, 2013

- *Advertising Chair, MTU Film Board 2010–2013*: developed the current logo, established the slideshow format, created dozens of advertisements, and forged partnerships with local clientele
- *Designer, Handshake App Startup 2013*: created their recently retired logo, user interface mockups, marketing materials, and built customer support documentation

Skills

Visual Design Photo Editing
Branding Content Creation
Print Design Web Design

Tools

Adobe XD Illustrator
HTML/CSS Photoshop
MailChimp Shopify