

Designer
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Portfolio Website:
katieklasmeier.com

KATIE KLASMEIER

WORK EXPERIENCE

Graphic & Web Designer (2017-present) | Morvil Advertising & Design

Creating advertisement campaigns, branding collateral, websites, and various print promotional items for North Carolina businesses in local medical, real estate, beauty, and construction industries.

Graphic Designer (2016-2017) | Village Print & Media

Designed digital and print material while providing service and price estimates to clients. Duties also included coordinating with our print department and accompanying sales members on meetings. Completed design and illustration for websites, books, signage, presentations, advertisements, social media images, etc. Project manager for intern staff.

Art Director (2016) | Village Invites

Began as a junior designer creating custom bridal invitations, then transitioned to Art Director for the department, running wedding stationary projects from initial client meetings through to design, production, and billing.

Freelance Graphic Designer & Illustrator (2015 – present)

Clients: Oxford University Press, Cape Fear Women in Tech, Reel Works Teen Film-making, Hourglass Press, Morphologically, and the Pratt Institute Industrial Design Department

Office Assistant & Designer (2015 – 2016) | Pratt Institute

Completed administrative tasks and designed print collateral for the Communications Design Department

Graphic Design Intern (Summer 2014) | LT Apparel Group

Graphic Design Intern (Summer 2014) | The Thomas Collective

Law Assistant Intern (2012 – 2014) | Turnbull, Nicholson & Sanders Family Law Firm

EDUCATION

Pratt Institute, 2012 – 2016
BFA in Communications Design
Minor in Art History

Communications Design Outstanding Merit Award, 2016
Pratt Institute President's List Honors Recipient, 2012 - 2016

DESIGN

- Digital Photography & Retouching
- Illustration
- Logos & Brand Identity
- Print & Package Design
- Web Design

TOOLS

- Adobe Creative Suite
- Microsoft Office Suite
- Wordpress
- Google Analytics & Ads

SKILLS

- Customer Service
- Specialty & Digital Printing
- HTML & CSS
- Email Campaigns