

Graphics **Web** Design **Illustration**

Education University of Michigan – Ann Arbor, MI BA Journalism

Certification Santa Monica College – Santa Monica, CA, Graphic & Web Design

Software Skills

Adobe Creative Suite CC

Photoshop Dreamweaver Adobe Illustrator InDesign After Effects Adobe CQ5
HTML CSS3

Profile

Graphic Designer/Motion Graphics – Skills and Qualifications

I have experience with print, web design, and video production. I provide full service marketing, advertising, and application development to clients through brand and corporate identity, front end web design, advertisements, brochures and sales collateral. I am flexible, detail oriented, deadline-oriented with acute vision. Handles rejection very well.

Work Experience

American Chemical Society

Sr. Graphic Designer (Large Scale Digital Format) – Multi Media Specialist,

June 2014 – September 2017

Contractor

- Prepared artwork through research, gathered information, and materials for layout. Used image assets to design brochures, e-blasts, postcards, large digital format ads (including motion graphics), and exhibitor booths.
- Acquired information and materials to align with ACS branding guidelines.
- Repurposed artwork to align with ACS's branding guidelines for their expos – held twice a year.
- Illustrated concept by designing rough drafts to layout and with several instances.
- Conceived and acquired assets for a variety of materials; including brochures, emails, postcards, digital ads, expo booths, signs, etc
- Adhered to tight deadlines with providing deliverables before the proposed date for early review.
- Collaborated with the marketing department for assistance with graphics, content, and overall layout for aesthetic value.
- Presented artwork with incorporating different typeface styles and graphical elements to show different designs.
- Conceived and designed the ACS mobile app with creating of event banners, launch screens, & app icons, etc.
- Prepared mobile app graphics and content with slicing in either Illustrator or Photoshop and submitted graphic elements to **Activ** for implementation into CMS.
- Prepared HTML files in Dreamweaver (light coding/front end) for the ACS mobile app.
- Provided content and images for placement on the ACS web porthole (Adobe CQ5).
- Prepared final layout by providing finished copies of artwork in addition to interfacing with the creating with team (Freeman) for the design and production process.
- Completed projects by coordinating with outside agencies, art services, printers, etc.
- Final artwork and typeface were chosen and submitted for production through Freemanco's FTP.
- Created large scale motions graphics for placement at convention center marquis – external & internal.
- Traveled twice a year with managing and overseeing artwork.
- Repurposed artwork for Power Point Slides – for example, exhibitor workshops in addition to large scale presentation format, e.g., Plenary & Kavli.
- Maintained technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
- Contributed to team effort by accomplishing related results as needed.

The Creative Group

(Graphic Designer / Print & Web)

April 2013 – June 2014

Consultant

Front-End UI Web Designer

- Designed and applied User Interface for the web using Photoshop and other Adobe software applications.
- Carried out the design process with a primary focus on wire-framing and compositing to show ease of use.
- Edited and managed stock photography for web templates.
- Edited graphic elements carrying out user flow and activity with Photoshop and Dreamweaver
- Laid out websites through image slicing using Photoshop or Illustrator.
- Designed for web and mobile devices for “Responsive” layout.
- Implemented cross browser checks.
- Experience working with back-end developers while creating web applications.
- Light hand-coding using HTML5 and CSS3.
- Understands HTML5, CSS3, JavaScript, jQuery, Media Queries.
- Able to create visually stimulating, successful designs through both the establishment of excellent client rapport and through the design competencies of researching, creation, and compositing of client’s ideas and descriptions.

Management Technology Incorporated

August 2012 – April 2013

United States Department of Labor, Washington,

DC Front End Web & Graphic Designer

Web, Social, & Digital Media

- Developed content for the web by enhancing, proofing, publishing and managing content for social media and other content.
- Developed templates for mobile devices, tablets, & desktops.
- Assessed client’s needs, provided information and assistance, resolved problems, and satisfied their expectations by settings goals, organizing presentations, and implementing timelines.
- Advised client about available products and services and provided quality products and services through research and user testing.
- Developed and suggested engaging interactive web content through iteration and testing to make the website more user friendly.
- Effectively organized meetings and provided a framework for individuals and groups to meet, clarify and get their thoughts on emerging products.
- Detected broken links by effectively generating and evaluating alternatives, and making recommendations by creating and implementing templates to formulate new web pages.
- Contributed to the development and design standards for section 508 standards adhering for best practices in web accessibility.

Saddle Ranch Productions

February 2008 to September 2011

Los Angeles, California

Graphic Designer – Large Format Multimedia Specialist

- Prepared artwork by researching and gathering information with materials provided by Saddle Ranch Productions.
- Collaborated with principal designers to create mock ups, storyboards with compelling visual interpretations.
- Communicated with production staff to fulfill graphic requests.
- Produced large format motion graphics in After Effects for clients nation-wide.
- Really good at creating clean design aesthetics for client’s approval with excellent eye for composition.
- Knowledge of 2D & 3D motion graphics.

Web

- Created navigational and visual design by translating client requirements into design solutions.
- Developed CMS templates from wireframes.
- Developed engaging interactive web content through iteration and testing.
- Understands and provides solutions to cross-browser and cross-platform compatibility issues.

1128 Neal St. NE, Washington DC 20002

HYPERLINK "mailto:fordwolverines@gmail.com" fordwolverines@gmail.com / HYPERLINK
"http://www.kathleenfordsite.com" www.kathleenfordsite.com

(310) 729-2477