

# KATHERINE KENNEDY

GRAPHIC & WEB DESIGNER

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## EXPERIENCE

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### **KMK Graphic Design** Feb 2016 - Present

#### **Freelance - Los Angeles, CA**

Worked with various clients and companies on graphic design, website design and maintenance, logo design, and social media.

- Collaborated with clients to develop concepts and ideas for new designs.
- Logo design, branding, re-branding, graphic illustration and lettering, packaging design, brochures, and various components for social media.
- Notable recent clients include: Goddess Lifestyle Plan, Kelli Lee Sappenfield Coaching, Storyblaster, Wage Positive Action, Theresa De Marco IEP coach, Fifth Season Restaurant.

### **Storyverse Studios** Oct 2014 - July 2016

#### **Lead Graphic Designer - Sherman Oaks, CA**

- Produce multi-platform "universes" of content for properties, talent, and brands.
- Focused on two primary websites: Bridalville and Worship the Fandom, as well as created storyverses for new brands and companies.
- Created banners, quote graphics, cinemagraphs, logos, and content for websites and social media.

### **Hamagami and Carroll** May 2014 - June 2014

#### **Graphic Design Freelancer - Los Angeles, CA**

Graphic Design Temporary Position

- Brand Identity for prominent companies.
- Developed various ideas for electronic arts, such as Sims packaging, Blizzard Entertainment identity systems, and visual style guides.
- Collaborated with team leaders to prepare proposals for clients.

### **Etsy Shop Owner** February 2016 - Present

#### **Greatest Aventure Designs and Cotton & Wood Shop**

Shop owner and operator

- Run two different etsy shops specializing in homemade macramé and wood decor, custom watercolor pet portraits, and custom theme park attire.

## EDUCATION

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### **Bachelor of Arts, Graphic Design** 2010 - 2014


#### **California State University Northridge - Northridge, CA**

- Graduated cum laude (May 2014)


### **Art Center at Night** 2011 - 2014

#### **Art Center College of Design - Pasadena, CA**

- Course work in Coding & Word Press, Photography, and Letter Press

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 **A:** Calabasas, CA

## PROFILE

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I am a designer and artist based in Los Angeles with an extensive background in graphic design, web design, branding, painting and photography. I am seeking a stable career opportunity to continue to unitize and grow my skillset.

## PROFESSIONAL SKILLS

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- Graphic Design & Social Media
- Wordpress & Bluehost
- HTML / CSS
- Typography & Color Theory
- Branding
- Grid & Layout

## SOFTWARE SKILLS

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- Photoshop
- InDesign
- Illustrator
- After Effects
- Dreamweaver
- MS Office
- Ontraport & Mailchimp

## PERSONAL SKILLS

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- Team Work
- Creativity
- Organization
- Efficiency
- Communication
- Detail orientated