

# Kathryn Colton

graphic designer

kathryncolton.com  
contact@kathryncolton.com  
510-292-7814

## PROFILE

Nearly 10 years of professional experience including print and digital design for marketing collateral, online ads, packaging, retail displays, presentations, and branding

Recent web design graduate and expanded skills in digital design

## WORK HISTORY

### **Graphic designer | University of the Pacific | June 2017–present**

"Pacific Gives" campaign signage and swag for kickoff event, annual magazines mailed to 65,000 alumni, and spring graduation programs for every convocation ceremony

### **Freelance graphic designer | Myers-Briggs Company | March 2010–present**

Postcard and report layout, tradeshow booth signage, infographics, and an MBTI visual campaign that gained over 2,300 followers on Pinterest

### **Contract graphic designer | Foster Farms | February 2016–April 2017**

New packaging concepts for fresh chicken products, photo retouching, packaging production, and signage for Safeway grocery stores throughout California and Hawaii

### **Graphic designer | Beeline Group | December 2006–August 2007**

Worked on both RFQ and billable in-store marketing projects for HP, which involved product launches that appeared in 1,800 stores nationwide

### **Senior product designer | Magenta Inc. | February 2006–December 2006**

Oversaw design of ceramic merchandise for Starbucks Coffee stores, coordinated with overseas development team, and managed department workflow

### **Graphic designer | Formation Inc. | July 2004–February 2006**

Design and production of packaging graphics, illustrations, and merchandising layout for clients including Target stores, Starbucks Coffee stores, and Urban Outfitters

### **Brand team associate | Linear SC Inc. | July 2002–June 2004**

Fast-paced print production and design position that included point-of-sale marketing tools for food and beverage brands such as Del Monte Foods and Smirnoff Vodka

## SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, and After Effects

Microsoft Office and team workflow applications (Workfront, Asana)

Adobe XD, Invision, Wordpress

Sketching, illustration, and photography

HTML and CSS

## EDUCATION

BS in Web Design/Development, Brigham Young University–Idaho, April 2020

*Relevant coursework:*

*Interaction Design, Information Design, Web Frontend Development, Advanced CSS*

AA in Graphic Design and Illustration, Brigham Young University–Idaho, April 2001

*"Kathryn's creativity, promptness, flexibility, and quick understanding of anything I've ever needed has made her stand out as one of the best designers I've worked with in my career. Above all, she always delivers beautiful work and never skips a beat to help me even when she has other deadlines to meet."*

Karen Gonzalez  
Product Marketing Manager,  
The Myers-Briggs Company  
themyersbriggs.com

