

Kathryn Colton

graphic designer

kathryncolton.com
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510.292.7814

PROFILE

10 years of professional experience including design for marketing print collateral, online ads, web layout, retail displays, presentations, and branding

Recent web design graduate and expanded skills in digital design

WORK HISTORY

Graphic/Digital designer | University of the Pacific | June 2017–Present

Print, outdoor and digital advertising for the largest fundraising initiative in Pacific history, alumni magazines mailed to 65,000 alumni each year, UI/UX design for new websites, and content layout for Pacific.edu

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)

Sketching, illustration, and photography

Prototyping and web: Adobe XD, Invision, Wordpress, Drupal

HTML and CSS

EDUCATION

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

Relevant coursework:

Social Media Design, Information Design, Interaction Design

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