

Katherine Stover

GRAPHIC DESIGNER

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Skills

DESIGN CAPABILITIES

- Art direction
- Branding
- Client communication
- Concepting & strategy
- Look & feel curation
- Logo design
- Nomenclature
- Packaging design
- Presentations
- Print & production
- Publication design for print & digital
- Responsive web design
- Social media marketing
- Typography & lettering
- User interface & experience
- Video concepting & storyboarding
- Wireframing

SOFTWARE & DIGITAL PLATFORMS

In-depth knowledge of key design software

Adobe Creative Suite

- Illustrator
- InDesign & Digital Publishing Suite
- Photoshop

Presentation software

- Google Suite
- Keynote

Sketch & InVision

- Working knowledge of coding for web, including HTML & CSS
- Experience with content management systems, including Craft & WordPress
- Website documentation & user-testing

Education

SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts, Graphic Design

Savannah, Georgia

September 2010–May 2014

Summa Cum Laude

SCAD Distinguished Scholars award recipient

Experience

REVENUEWELL

Senior Brand Designer

Remote | Chicago, Illinois

August 2020–Present

- Designing and producing work that inspires engagement while reinforcing the brand system across a wide range of deliverables, including ebooks, emails, landing pages, display ads, brochures, posters, and social media
- Utilizing strategic design thinking and creative problem-solving to produce marketing campaigns that drive leads and revenue to reach company objectives
- Managing workloads, timeframes, and project prioritization for the brand design team; leading daily team stand-ups and weekly resource planning meetings, and assigning work accordingly
- Providing feedback and guidance to design team members
- Acting as an advocate for design and partner of marketing to set expectations
- Defining and improving the design's team processes for projects, communication, and cross-functional collaboration
- Successfully managing multiple projects simultaneously in a fast-paced environment, meeting hard deadlines while producing high-quality work

BREAKOUT STUDIO

Senior Designer

Chicago, Illinois

March 2019–March 2020

- Led projects from top-level creative strategy to final delivery for clients across a wide range of industries, including high-growth, venture-backed startups
- Developed strategic design concepts and created campaigns across diverse platforms for a wide range of audiences while ensuring prompt production turnarounds
- Supervised designers, writers, and developers through project iteration and execution, providing assistance and constructive feedback as needed
- Directed, coordinated, and collaborated with external vendors, including printers, talent agents, illustrators, photographers, animators, and production companies
- Presented to and communicated with clients directly; compiled and organized resulting feedback and executed next steps within established timeframes
- Maintained responsibilities in previous position, as detailed below

Designer

June 2016–March 2019

- Executed strategy-based design projects from concept to final delivery
- Contributed to projects through naming, branding, and design, including printed materials, packaging, social media, email marketing, video concepting, and storyboarding
- Designed and built brand identities from scratch for a number of companies, creating brand guidelines in order to ensure brand integrity and production quality across touchpoints
- Collaborated with and supported creative team including designers, writers, and developers

LANDOR

Design Intern

Chicago, Illinois

January–May 2016

- Designed and art directed packaging for national consumer brands, including special edition collectible products
- Collaborated with designers, illustrators, and project managers in Chicago and Cincinnati
- Supported quantitative research through image exploration and curation for focus groups

VSA PARTNERS

Design Intern

Chicago, Illinois

June–August 2015

- Designed and produced deliverables for multinational hospitality brand's business-to-business communication, including digital presentations, iBook publications, email announcements, and printed materials
- Conceptualized strategies and created visual inspiration guides for new projects
- Managed design implementation with outside vendors across digital media

BON APPÉTIT MAGAZINE, CONDÉ NAST

Editorial Intern

New York City, New York

June–August 2013

- Communicated with media contacts to obtain products for photoshoots
- Compiled and organized product research to create credit sheets for research department
- Assisted with run-throughs for photoshoots
- Edited spreads and stories for print magazine and user-tested digital editions