

Katelyn Grover

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kgroverdesign.com

Experience

Behr Paint Company, Orange County, California

Senior Graphic Artist, October 2018–Present

Provide design support for Behr & Kilz Diversified brands, including: Package Design, Point of Purchase, Collateral, Tradeshows, Digital, Social Media & Photography and KILZ Blog.

Assist Art Manager and collaborate with other team members to provide creative solutions for new projects.

Work with Graphic Artists, Production Artists, Internal Clients, Art Manager and/or the Art Director to determine the scope of a project.

Maintain and update existing artwork for all material in Ace Hardware, Amazon, Walmart & The Home Depot.

Self-manage workload to ensure due dates are met.

Communicate with external vendors to release final artwork and ensure proper production.

Kolano Design, Pittsburgh, Pennsylvania

Lead Graphic Designer / Project Manager, November 2014–September 2018

Web Developer & Graphic Designer, September 2012–November 2014

Provide creative direction, hands-on design and management of all design projects from concept to completion.

Collaborate with CEO and design/production staff on projects involving both print and web application, branding, advertising and signage.

Distribute tasks among production and design staff to ensure each project stays on budget and on schedule. Successfully work within extremely tight deadlines.

Responsible for all aspects of account management from development of proposals to monthly invoicing.

Develop and prepare presentations. Actively participate in client presentations and brainstorming sessions.

Work with Communications Manager and CEO to translate key marketing messages and strategy into innovative visual communication for advertising campaigns. Develop static and animated advertisements for promotional web campaigns.

Customize, launch and maintain Wordpress websites.

Fresh Concentrate LLC, New York, New York

Freelance Graphic Designer, June 2011–September 2012

Provided a wide variety of design solutions to clients in the New York Metro area and nation-wide.

Utilized HTML and CSS to maintain client websites and perform web development (back-end and front-end) for customized websites, landing pages, e-mail marketing materials and reports.

Collaborated with CEO, as well as worked independently, on projects involving both print and web application, branding and advertising.

Responsible for individual project management and market research, file management and organization, client website management and proof reading.

Education

Alfred University School of Art & Design

Alfred, New York

Bachelor of Fine Arts, May 2011

Concentration: Graphic Design

Minor: Marketing

Cum Laude, GPA 3.41/4.0

Technical Skills

Illustrator

InDesign

Photoshop

Dreamweaver

Flash

Lightroom

Microsoft Office Suite

CSS, Html, JavaScript & PHP

WordPress

Constant Contact

Google Analytics

Photography

Illustration

Design Skills

Brand Development & Guidelines

Identity Design

Web & Digital Design

Event Branding & Marketing

Packaging

Point of Purchase

Corporate / B2B Advertising

Collateral & Publications

Corporate Communications

Digital Illustration & Infographics

Editorials

Signage

Email Marketing

Honors and Activities

Typography Award, Spring 2011

Deans list, Spring 2009–2011

AIGA Student Group President,

Fall 2010–Spring 2011

BFA Senior Thesis Exhibit, Spring 2011

“Design Happy” Exhibit, October 2009

AIGA Student Group Member,

Fall 2008–2011