

KATHRYN ANDERSON

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SKILLS

Software

Photoshop
Illustrator
InDesign
Quark XPress
Fireworks
Microsoft Office
Acrobat
Fontographer

Flash
ImageReady
LiveMotion
Director
After Effects

Dreamweaver
GoLive
BBEdit
HTML
CSS
Javascript
C++

Macintosh
Windows
Unix

Design

- Art direction
- Scope definition
- Industry research
- Concept creation
- Design development
- Production
- Usability and basic ADA-compliance

Project Management

- Client and team management
- Contract development and fee negotiation
- Vendor and contractor hiring and supervision
- Scheduling and time tracking
- Ensuring client satisfaction

Marketing & Business Development

- Generation of new leads and prospects
- Proposal writing and estimating
- Sales presentation creation and delivery
- Corporate messaging development
- Marketing plan strategy and implementation
- Primary and secondary research
- Press release campaign formulation
- Copyediting and content development

EXPERIENCE

2005-2006

Senior Graphic Designer: direct marketing

Oracle—Redwood Shores, CA

- Trained designers in email marketing design and production
- Created effective marketing campaigns, including direct mail, banner ads, email marketing, website graphics, ecards, and product logos
- Designed templates for email marketing
- Conducted extensive competitive and industry research
- Redesigned the formatting standards of Oracle's direct mail for increased consistency and more cost-effective printing and mailing

1995-2006

Freelance Graphic Designer: identity, print, and interactive design

- Established long-term relationships with marketing and design firms
- Trained clients in website maintenance
- Managed multiple projects under tight deadlines
- Clients included Tied Together Marketing, COGNEO, Atom Entertainment, EarthTeam, Project America, Market QA, and Rhode Island School of Design

2002

Design Director: print, web, advertising and interface design

COGNEO—San Mateo, CA

- Managed on and off-site design team
- Developed partnerships with marketing firms that resulted in multiple new clients
- Designed innovative corporate websites, collateral, and advertising that successfully met the client objectives
- Led COGNEO's marketing efforts, and directed the redesign of the company website and promotional materials
- Created ADA-compliant interfaces for large government websites
- Clients included Santa Clara Valley Transportation Authority, ACCPAC, City of San José, Downtown San Mateo Association, and Oakstone Venture Partners

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2000-2001

Art Director: identity, print and web design

Square Two Design—San Francisco, CA

- Managed and mentored an internal design team and outside contractors
- Conceptualized and implemented brand-centric campaigns including identity systems, collateral, events, websites, and signage
- Developed and maintained project schedules
- Clients included Intel, Adobe, Netscape, and 3Com

1998-2000

Senior Designer and Project Manager: interactive design

Cyberworks Media Group—Chicago, IL

- Primary client contact, established clear communication
- Supervised cross-functional teams of designers, programmers, and production artists
- Created dynamic, database-driven and e-commerce websites
- Designed an innovative law firm website that attracted many additional legal clients
- Developed user interface designs, including flowcharts and storyboards
- Managed numerous projects simultaneously

1998

Graphic Designer: identity, print, and packaging design

Design MG—Panama City, Panama

- Designed packaging which enabled a small client to compete on a global level
- Created an identity for the Panama national tourism bureau

1997

Graphic Designer: identity and print design

McGuire Associates—Evanston, IL

- Concept-through-production design
- Projects included identities, collateral, icons, newsletters, and books

1997

Assistant Art Director: advertising and graphic design

Acadia Advertising and Consulting Group—Providence, RI

- Designed print advertisements
- Conducted market research

1996

Graphic Designer: print design

Wildenrad Design Associates—Evanston, IL

- Designed brochures

1995

Production: advertising

Frankel and Company—Chicago, IL

- Prepared layouts for client presentation

EDUCATION

Rhode Island School of Design—Providence, RI

1998 Bachelor of Fine Arts, Graphic Design

City College of San Francisco—San Francisco, CA

2002 Marketing, management, and programming courses