

KATIE SHORT

GRAPHIC DESIGNER



Phone

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Email

Katie@KatieShort.org



Web

KatieShort.org



Location

Las Vegas, Nevada | Pacific Time Zone

With over 10-years of experience with major media agencies and an array of freelance projects, I have cultivated a wide skill-set of design and marketing skills. I have an extensive background in logo creation, web advertisements, website design, print products, and production in all stages of the development process. My goal is to use a variety of mediums to market innovative, equitable designs for the best user experience (UX) possible.

EXPERIENCE

Lead Graphic Designer // Star 7 Advertising

October 2018 to Present

- Apply and implement corporate brand guidelines for artwork compliance approval by the national company brand.
- Create campaigns for client websites, social media, and email marketing campaigns.
- Design larger-scale marketing compositions such as bus wraps, large signs, billboards, and t-shirts to reach new clients.
- Coordinate company proposal booklets for investors and business plans.
- Periodically update client websites using WordPress and WIX.

Freelance Designer // Luxury Estates International

September 2016 to Present

- Collaborate with the LEI creative director to keep in line with set brand standards.
- Produce social media banners to expand the client's reach to new customers seeking to sell/buy a luxury residential property.
- Set up files (newsletters, postcards, and flyers) for templates for team-wide use and printing standards.

Creative Director & COO // Kokoro Productions LCC., Atlantis Festival

July 2019 to August 2020

- Establish and implement a cohesive brand for the festival.
- Developed Mailchimp campaigns with a 75% open rate.
- Directed a \$4,000 budget to increase community visibility for a new event.
- Researched and met with similar partners to grow a fanbase through their client base.
- Boost relationships with exhibitors, volunteers, and special guests with improved industry standards.

Production & Digital Designer // Las Vegas Review-Journal

May 2016 to September 2018

- Troubleshoot and design responsive web campaigns.
- Follow digital standards for social media and google exchange for static, animated, and simple video ads for multiple platforms.
- Research and master new software and design tools to continually improve my skills and performance.
- Design web-ready digital campaigns to promote the company brand and client marketing objectives.
- Revitalized the digital department and increased the number of creative digital campaigns completed in a day by 200%.
- Coordinated with other individuals/teams on marketing initiatives.

Convention Director & Founder // Sabakon LLC.

July 2011 to November 2017

- Oversee operations and executive departments, including: industry relations, business relations, human resources, multimedia, brand development and marketing, merchandise sales, and event programming during all stages of the annual convention.
- Lead and collaborate with a 20-person staff to run a multiple-day popular culture event with live entertainment, industry panels, games, competitions, and exhibitors.
- Cultivate a fan base on social media through targeted marketing, email newsletters, mail, and convention advertising.
- Enact a strict timeline on multiple projects to meet event deadlines.
- Design and produce an attractive trade show booth that generates interest in the company and ROI through new fans and sales.
- Increase ticket sales by 200% between 2018 to 2016.

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GRAPHIC DESIGNER

EDUCATION

Bachelor of Arts // University of Nevada, Las Vegas
Graphic Design

August 2011 to December 2015

AREAS OF EXPERTISE

- Brand Design
- Brand Guidelines
- Graphic Design
- Graphics
- Image Editing
- Interaction Design
- Layout Design
- Leadership
- Logo Design
- Magazines Ads
- Marketing
- Newspaper Ads
- Page Layout
- Photography
- Poster Design
- Print Billboards
- Print Design
- Production Design
- Programs Booklets
- Project Management
- Responsive Web Design
- Simple Video Edits
- Social Media
- Static Television Graphics
- Style guides
- Time Management
- Typography
- User Experience (UX)
- User Experience Design
- Vehicle Wraps
- Web Banners
- Web Design

SOFTWARE EXPERIENCE

- Adobe Animate
- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Asana
- Breeze
- ClickUp
- Figma
- Google Docs
- Google Suite
- Google Workspace
- Mac OS
- Mailchimp
- Microsoft Excel
- Microsoft Office
- Microsoft PowerPoint
- Microsoft Suite
- Microsoft Windows
- Microsoft Word
- Slack
- WIX
- Zendesk

AWARDS

First Place: Urban Daily Best Online Advertising // Nevada Press Association Better Newspaper
Miss El Tiempo for Las Vegas Review-Journal

2018

Second Place: Urban Daily Best Online Advertising // Nevada Press Association Better Newspaper
Picerne Tiempo for Las Vegas Review-Journal

2018