

katie MARQUETTE

education

BACHELOR OF ARTS IN GRAPHIC DESIGN

Oakland University
Rochester, MI || Graduated May 2015

skills

SOFTWARE PROFICIENCY

Adobe Suite
Microsoft Suite
Sketch

DESIGN STRENGTHS

Logo Design & Brand Identity
Art Direction
Typography
Wireframing
Layout Design
Environmental Design
Event Design

PERSONAL STRENGTHS

Organization
Spelling/Grammar/Proofreading
Time Management
Communication
Problem Solving
Collaboration

awards

COLLEGE OF ARTS AND SCIENCES DEAN'S CHOICE AWARD

Winter 2015 Semester
Oakland University

contact

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profile

A Detroit-based Graphic Designer and Art Director, Katie has over eleven years of experience providing original and forward-thinking design strategies. Katie specializes in a diverse array of design areas including layout design, logo creation, branding, map design, environmental graphics, wayfinding systems, marketing initiatives, and event visuals.

experience

BEDROCK DETROIT

Graphic Designer • July 2016 - present

Intern • April 2016 - July 2016

- Spearhead collaborative and individual efforts to drive Bedrock's dynamic marketing initiatives, both internally and externally, resulting in heightened brand visibility and market presence
- Champion innovative and pioneering problem-solving strategies, consistently pushing boundaries to deliver cutting-edge marketing solutions that captivate audiences and surpass industry standards
- Expertly manage a demanding workload, multitasking across several high-stakes projects to deliver exceptional results
- Collaborate with cross-functional teams to ensure brand consistency across all design projects.
- Conceptualize and execute a diverse range of marketing collateral, seamlessly transitioning between digital and print mediums to create visually compelling deliverables
- Proactively lead projects from inception to completion, ensuring efficient project delivery and exceeding client expectations while adhering to strict timelines
- Demonstrate exceptional art direction skills in orchestrating large-scale, long-term projects, consistently delivering visually stunning and impactful campaigns that resonate with target audiences
- Cultivate and nurture client relationships, implementing effective communication strategies to foster strong partnerships and drive mutual success in marketing endeavors

KM CREATES

Freelance Graphic Designer • July 2012 - present

- Ensure prompt and professional communication with clients
- Identify client requirements and create tailored marketing and design solutions to meet needs
- Collaborate with third-party vendors to bring design projects to completion
- Assume multiple roles as Project Manager, Art Director, and Graphic Designer
- Specialize in serving non-profit organizations and small businesses, leveraging impactful design to drive positive change for the community

AMROCK (FORMERLY TITLE SOURCE)

Intern • November 2015 - April 2016

- Assisted in the creation of engaging visual content for various projects
- Supported senior designers in executing design concepts and visual solutions for print and digital marketing materials
- Participated in brainstorming sessions and contributed innovative ideas to effectively communicate brand messages
- Demonstrated strong attention to detail and the ability to meet deadlines in a fast-paced environment
- Actively sought feedback and implemented revisions to enhance design quality and effectiveness