Curiously Whimsical
Graphic Design

# Katie Major

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## Skills

Analytical Thinking • Team Development • Project Management • Typography Creation Video Editing • Letterpress Printing • Brand Development • Environmental Design Publication Design • Blog Writing • Photography

## Experience

*Partner* | **Fizz** • 2010 - present
- Collaborate with partner to create unique marketing pieces including bottle cap magnets, QR code letterpress coasters and hand-lettered Christmas card.
- Brand development and created branding standards for Global Cleveland. Continued work with client to help gain exposure and recognition of brand with community through grass roots marketing campaigns and creation of promotional items.
- Created branding and strategic print marketing piece for Local Food Systems. Developing postcard to feature new brand but also helping gain traffic to site through QR code feature.
- Speaker for the Emerge Conference in London England discussing business practices and ways we have grown our business.
- Project management and collaboration with partner through creation of invoices, estimates, contracts and timelines.

*Graphic Designer* | **American Greetings** • 2012 - present
- Lead designer on Care Bear Christmas & Strawberry Shortcake country style guides. Focusing on pattern, patch design, trend boards and color palettes.
- Created custom t shirt and glassware line for Cart at Hollenden store. Proposed concept and name for Cart at Hollenden store and collaborated with retail design team on store design.
- Conceptualize several promotional ads featuring Care Bears and Strawberry Shortcake for magazine publications.

*Design Associate* | **Heather Moore Jewelry** • 2010 - 2011
- Restructuring and creation of processes to make department more efficient analyzing team member strengths and utilizing abilities. Developed processes to increase productivity.
- Project management for several projects including: annual catalog, ordering forms, and jewelry shop manuals.
- Font development to represent exact replicas of their metal stamps used in the creation of their jewelry line.

*Graphic Designer* | **Go Media Inc.** • 2008-2009
- Create promotional materials, including album and t shirt design, for the music and entertainment industries. Design for: The Killers, My Chemical Romance, Taking Back Sunday, and Nirvana.
- Program and animated flash widgets for Pepsi website.
- Contributing author for company blog GoMediaZine.
- Concept and execution of typography design.

## Learn

*College for Creative Studies Detroit, MI* • 2007
Bachelor of Fine Arts in Graphic Design

## Awards & Recognition

*Project Featured* | Print Magazine • 2012
*Project Featured* | HOW Magazine • 2012
*Speaker* | Emerge Design Conference • 2012
*Winner* | Paper spec Take Note • 2012
*Winner* | Pantone Color in Design • 2011
*2D Design Award* | AIGA Design Competition • 2011
*Interviewed* | HOW Magazine (May Issue) • 2011
*Featured Alumni* | College for Creative Studies • 2010
*Logo Published* | Logo Lounge Vol. 5 • 2009

## Philanthropy

*Membership Director* | **AIGA Cleveland** • 2008 - 2011
- Developed Membership position to be more efficient and built membership committee to help assist with supporting duties.
- Manage duties and responsibilities of membership committee members.
- Create system for event management including guest check in process, membership committee organization, and volunteer coordination.
- Design promotional pieces for chapter, "I Heart AIGA" buttons and letterpress card.

*Advisory Committee* | **Voices Worth Hearing Art Worth Sharing** • 2010
- Volunteering locally with Nepalese refugees helping them to adjust to American culture.
- Lead designer for social media and promotional campaigns for gallery exhibition "Voices Worth Hearing Art Worth Sharing".

*Haiti Missionary* | **HAPI & GLOW** • 2007
- Volunteering for one month in Haiti to develop a sustainable business for women in embroidery with HAPI.
- Key team member in teaching business developing and budgeting skills.
- Photographer for GLOW Ministries International visiting schools and orphanages they sponsor.