

Katelyn Grover

formerly Katelyn Davis

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Experience

Kolano Design, Pittsburgh, Pennsylvania

Lead Graphic Designer / Project Manager, November 2014–Present
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 CMS websites. Create and edit development code.

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.

PeopleLinx LLC, Philadelphia, Pennsylvania

Freelance Graphic Designer, January 2011, April 2011
Creative Strategist & Graphic Designer, May 2010–August 2010

Worked with the CEO and COO on taking conceptual mock-ups and translating them into final products aligned with the vision, brand identity and objectives of the company.

Developed graphics used for sales enablement, partner websites and core and delivered marketing materials.

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