

# { Kate Citrin }

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## **2006- 2007                      Art Director; Norton Rubble and Mertz Advertising**

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Lead designer for internationally distributed package line and accompanying print pieces. Illustration for concepting, web and print. Execute multiple projects in different stages simultaneously. Designed and produced both short-turnaround pieces and complex projects, including ads and promotional collateral, project sourcing.

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## **2006- 2006                      Graphic Designer; The Community House**

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Creation of TigerTown logo for city of Detroit. Re-design and production of the TCH Travel Pages, a quarterly publication with a 10,000 person circulation. Responsible for all profit generating ad campaigns, branding, direct mailers and brochures for Banquet and Catering and Travel Departments. Layout and design of monthly, bimonthly and quarterly newsletters for Senior Men's Club of Birmingham, Senior Women's Club, Storyteller's Guild and various outreach groups.

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## **2002- 2006                      Freelance Graphic Artist/ Illustrator**

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Create logos, corporate identities, shirts, posters, promotional items and packets, web design, album design and layout work for digital and print reproduction. Adhere to strict deadlines, act as client liaison and records keeping. Work closely with printers: utilize printer specific templates and retain communication throughout process. Clients include: Allegra Print and Imaging, 10Volt Media, Xpress Bags, Jacknife Records, Friends Wilderness Center, E. Marie Soaps and Lotions, Recycling for Charities, ARNI (Animal Rescue and Need Intervention), full list available upon request.

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## **2003- 2005                      Senior Assistant; Dan Henry Distributing, Lansing MI**

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Create advertisements, sell-sheets, client gift packages and multi-media presentations. Calculate sales goals and maintain records for clients, internal records and representatives. Coordinate package pricing and availability for 500+ accounts.

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## **2000- 2000                      Graphic Design Tech; Jarob Design, Grand Rapids MI**

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Creation and design of displays and signs for clients such as Meijer. Painting, chalking and drawing were required daily.

### **Education:**

Bachelor's Degree: Art and Design, Grand Valley State University, 2002

### **Skills:**

Art and Design

- Exclusive advertising designer for departments that represent 60% of The Community House income
- Provides professional in-house illustration for a variety of styles
- Increased client base for Jacknife Records by 30% via design skills (work includes national releases)

Computer

- Adobe Photoshop, Illustrator, InDesign, Quark, Pagemaker, Streamline, Macromedia Freehand, office applications
- Experienced in both PC and Mac environments
- Selected as company representative for national instructional seminar involving new software

Interpersonal

- Maintains smile and cool exterior while juggling multiple tasks with tight deadlines
- Organized system of communication between salesmen, drivers and 500+ accounts for portfolio of 600+ products
- Regular volunteer work—JCFS as mentor and graphic designer, Rice Bowl as illustrator

### **Affiliations:**

Bare Bone Women's Art Studio, 2004