

Katherine Nesbitt

GRAPHIC DESIGNER

Print Design / Web Design / Project Management

A results-oriented professional with proven abilities in creating and producing eye-catching designs. Able to manage a project from concept to completed product on time and on budget. Demonstrated ability to listen to clients and maximize their satisfaction throughout the entire process to ensure repeat business. Accustomed to tight budgets and deadlines.

- LOGOS
 - STATIONERY
 - PRODUCT CATALOGS
 - BROCHURES
 - ANNUAL REPORTS
 - BUSINESS CARDS
 - WEBSITES
 - PRINT ADVERTISEMENTS
 - NEWSLETTERS
-

SUMMARY OF QUALIFICATIONS

- Solid experience in creating successful, effective designs that boost results.
 - Able to perform at an expert level on Adobe CS3 programs: Photoshop, Illustrator, Indesign. Also experienced in HTML, Flash, Premiere, and video editing. Comfortable on PCs or Macs.
 - A persuasive negotiator in design critiques, with a solid background in art / design foundations and color theory.
-

RELATED PROFESSIONAL EXPERIENCE

- **Freelance / Contract Graphic Designer** 2006 - present
Creating print and web projects for various businesses, organizations and design firms, such as Tahoe Mountain Resorts, Blase Design, Blue Highway Design, Westlake Hills Presbyterian Church, and Global Pediatric Alliance.
- **Art Director** (promoted from **Graphic Designer**) 2004 - 2006
Handcrafted Metal / Metal Guild
Responsible for the overall creative direction of two startup companies that design and manufacture copper and stainless steel sinks and hoods.
 - Created the identity for each company and developed branding across websites, brochures, product catalogs, and stationery.
 - Supervised, motivated, and evaluated performances of one employee and several contractors in the creation of a database-driven website.
 - Designed a product catalog that increased sales:

“Metal Guild [has] now gotten into over 30 showrooms. Everyone is raving about the binders and apparently Metal Guild has the best in the industry. Congrats to you on that! My rep in Florida was able to obtain a [competitor’s] binder, which he sent to me, and it pales in comparison to Metal Guild’s even though they have four times the size of our product line.”

- Bob Mellon, Metal Guild President
- Acted as design consultant in the development of new product designs and spearheaded a product naming structure.
- Art directed product photo shoots; digitally color corrected and improved finished photos.

-
- **Art Department Coordinator** 1999 - 2002
Worked as the assistant to the Production Designer in major Hollywood film, television and commercial productions, including *The West Wing*, *Hollow Man* and *Citibank* commercials.
 - Conducted research for the development of set designs
 - Created artwork for signage, set dressing and props, such as logos for back-lot stores and menus for restaurant scenes.
 - Responsible for organizing and cataloging set blueprints and construction notes.
 - Researched and shopped for set dressing and props, such as hotdog carts and fire escapes.
-

EDUCATION

- **Master of Arts**, San Francisco State University, San Francisco, CA 2002 - 2004
Industrial Arts – Graphic Design
- **Bachelor of Arts**, University of Southern California, Los Angeles, CA 1995 - 1999
Cinema/Television Production
- **Diploma**, North Carolina School of the Arts, Winston-Salem, NC 1994 - 1995
Visual Arts

References and portfolio samples available upon request. Please visit my online portfolio at

www.KatherineNesbitt.com