

My love of artistry and advertising drives me to create pieces that people can relate to and want to engage with. Personable and easy to work with, my attention to detail, precision, and organizational skills help any team or individual project I am working with or on.

Skills

Adobe CC: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro, After Effects

Other: HTML, CSS, FTP, Wordpress, Microsoft Word, Excel & Powerpoint, Keynote, Pages, Numbers, Google Sketchup, Epson 9800 Pro, ColorRIP

Education

Franklin & Marshall College,
Lancaster, PA – Bachelor of Arts, 2005

School of Visual Arts, New York,
NY – Continuing Education, Spring 2010

The Center for Book Arts, New York,
NY – Book Making, July 2004

Graphic Designer, May 2014–Current

The Guardian News Media, NY location

Working in the commercial division Guardian Labs, design starts from sales and concludes with launching products live onto the Guardian website. Working with strategists and content editors, create interactives and visually interesting infographics for various markets that both satisfies and goes beyond our clients' expectations. Also collaborating with digital strategy to promote our live content, experimenting with different mediums to increase audience engagement. Lastly, creating marketing materials for Guardian hosted events such as conferences or private editorial talks.

Freelance Graphic Designer, January 2011–Current

Kim Cortes Designs, Queens, NY

Working with companies to achieve design and branding goals and help develop overall branding strategies. Specialties include logo design, print design, web design, web development, photography, photo retouching, typesetting, packaging design, and visual merchandising.

Associate Graphic Designer, October 2010–Jan 2014

Katja Maas Design, New York, NY

Designer specializing in web design, Wordpress templates and plug-ins, HTML coding, CSS stylizing, and custom e-mail newsletter templates. Other duties include interior and architectural design, photo retouching, print design, and art directing.

Graphic Designer and Team Leader, September 2009–June 2011

Tekserve, New York, NY

Lead in-house design team to execute and manage production of all in-store merchandising, weekly promotional e-newsletters, window displays, web store graphics, and newspaper advertisements. Check and meet several corporate guidelines for vendors with marketing contracts. Coordinate with project managers, newspaper media reps, and local printing presses to synchronize production of all marketing materials and deadlines.

Project Manager, September 2009–June 2011

Tekserve, New York, NY

Account Manager for several in-house departments, specializing in retail promotions and product launches. Key liaison between Verizon Wireless, Tekserve, and Apple Inc. to ensure proper distribution of allocated marketing funds and approval of promotional materials during special events or product launches. Developed and executed marketing strategies, media planning, and promotional tactics to drive foot traffic into brick-and-mortar location. Developed production calendars for media plans and promotional executions.

Junior Graphic Designer and Visual Merchandising, 2006–2009

Tekserve, New York, NY

Design and maintain merchandising signage and booklets as well as in-store layouts and schematics. Create promotional fliers, posters, and digital displays for all sales, seminars, and special events. Responsible for weekly advertisements in local papers and the printing, maintenance and display of all large format materials.