



Kaitlin Elisabeth

GRAPHIC DESIGN

Kaitlin Elisabeth Severson

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kaitlinelisabeth

My Philosophy

Find something that makes you happy, and use it to make others happy.

Education

Sept. 2008 - May 2012

IOWA STATE UNIVERSITY

BFA in Graphic Design
Advertising Minor

Experience

Aug. 2015 - Present

BEHINDTHECHAIR.COM | *Sr. Graphic Designer*

Creative designer for various projects and clients focusing on design for trade magazine, educational conferences, large scale exhibitions, packaging, client advertising & email campaigns and web & mobile design.

June 2014 - Aug. 2015

JACOBS AGENCY | *Art Director*

Art directed and designed a variety of projects from conceptual phase to final release. Work included point of sale materials, packaging, outdoor advertising, brand guidelines, & more.

Oct. 2012 - June 2014

CELTIC CHICAGO, INC. | *Jr. Art Director*

Participated in ideation and design for various clients and projects including websites and mobile apps, print advertisements, marketing materials & tradeshow booths.

June 2012 - Sept. 2012

ECHO DESIGN GROUP | *Freelance Designer*

Created websites, e-blasts, brochures, identities and many other forms of design. Prepared files for print, created PO's & worked directly with printers.

Skills

typography, editorial design, packaging, direct mail, email campaigns, web & mobile design, wayfinding design, tradeshow design, advertising, print production, information design, branding & identity design & more

PHOTOSHOP ●●●●●

MS OFFICE ●●●●○

ILLUSTRATOR ●●●●●

ADOBE FLASH ●●●○

INDESIGN ●●●●●

WORDPRESS ●●○○○

DREAMWEAVER ●●●●○

HTML & CSS ●●○○○

Other Things I Like

running marathons, snowboarding, coffee & tea, lilies, hiking, craft beer, australian shepherds, baking cookies, HGTV, the great outdoors, etc.

REFERENCES AVAILABLE UPON REQUEST