

g r a p h i c d e s i g n e r

katherine l. hood • 1228 W. 222nd St. • Torrance, CA. 90502 • (310)328-3966 • katie@khgraphicdesign.com • www.khgraphicdesign.com

summary

Award-winning graphic designer and art director with experience developing corporate identity, various print collateral, product branding, advertising, web and multimedia in both direct-to-consumer and business-to-business environments. Exceptional strengths in conceptual design and communication goals. Detail oriented, comfortable with short turnaround times and heavy workloads.

Skilled in traditional and modern media for design and production of finished materials. Proficient in the use of QuarkXpress, Photoshop, Illustrator, and Dreamweaver. Experienced with HTML, CSS, Flash and Director. Strong troubleshooting skills, familiar with cross-browser and cross-platform issues, comfortable with Mac or PC operating systems.

experience

FREELANCE GRAPHIC DESIGNER - 1989 - PRESENT

Identity development, motion graphics, web graphics, letterhead and stationary design, storyboarding, traditional illustration and painting, page layout/design and advertising.

Clients Include:

Virginia Hill Dental Team, Yokota Players Community Theater, United States Air Force, Personal Pop-ups, OR-connect, TE Bouton, The Help Group, Dsign Graphics, Carter & Balsam

KARL STORZ ENDOSCOPY-AMERICA, INC., CULVER CITY, CA. - 7/98 - PRESENT

Art Director/Senior Graphic Designer

Art directed, designed and produced various collateral including brochures, direct mail, advertising, multimedia presentations and web graphics.

Core Responsibilities:

Work with and art direct members of the creative team to develop and implement new marketing campaigns as well as branding for new products and services. Additional responsibilities include but not limited to managing vendors, supervising press checks, and art directing photography.

BELKIN COMPONENTS, COMPTON, CA. - 7/96 - 7/98

Graphic Designer

Designed and produced various collateral including brochures, catalogs, advertising, POP displays, packaging and web graphics.

Core Responsibilities:

Work with and art direct members of the creative team to develop marketing collateral as well as branding for new products. Additional responsibilities include but not limited to managing vendors, supervising press checks, and art directing photography.

374TH SERVICES DIV., US AIR FORCE, YOKOTA AIR BASE, JAPAN - 5/94 - 1/96

Illustrator/Visual Communications Specialist - Marketing & Publicity Department

Designed and produced various collateral including one sheets, magazine cover art, illustrations, signage, manuals and pamphlets.

Core Responsibilities:

Work with members of the creative team to create and promote events on and around the Air Base.

education

Art Institute Online (currently enrolled) - BS in Graphic Design Program

Dynamic Graphics Training - Advanced Graphic Design (2004), The Art of Art Direction (2005)

Santa Monica Community College, 1996 - Introduction to Animation

Art Institute of Atlanta, Atlanta GA 1988-1989 - Visual Communications/Graphic Design Major

North Carolina State University, Raleigh NC, 1985-1987 - Part-time/General Studies

awards/assn.

The Communicator 2001 Award of Distinction - Karl Storz Endoscopy, America

"This End Up" DCI Direct Mailer and "The Stand Alone Choice in Standardization" Brochure

The Journal of Urology 2004 Highest Scoring Ad, Visually Appealing - Karl Storz Endoscopy, America

"Always a Step Ahead of the Competition" Advertisement

Member of AIGA since 2005