

Austin Community College, Austin, Texas, 2006 - Present

Industry: Education

Adjunct instructor: Visual Communications Instructor

I teach a variety of web design and development courses for levels 1 & 2. On average I have approximately 12-15 students per semester. I fluctuate teaching online video tutorial seminars and live lecture classes. I have 99% completion rate for my students. My goal is to have them understand the concepts of web development and to be able to create a portfolio site by the end of the course.

- Course materials are created using Adobe Connect, Powerpoint, Dreamweaver, Photoshop & Fireworks

T3, Gaddis Partners, Austin, Texas, 2007 - 2009

Industry: Advertising Agency

Jr. Web UI Developer/Interactive Production Artist

My primary responsibility was to convert design assets into email and banner campaigns for JCPenney.com & Dell.com

- Provided html & css support for web sites and online marketing initiatives
- Trafficking email ad creative through multiple departments dealt closely with Account Executives, Project Managers and Creative
- Handle day-to-day change requests
- Maintain corporate graphics standards
- Assist other departments as needed with design and production duties

HBMG Inc., Austin, Texas, 2004 - 2006

Industry: IT- Software Systems & Design

Marketing/Corporate Identity/ Web Designer

Standardize and unify corporate identity across all mediums printed collateral, online and projected presentations. Creating posters, marketing brochures and trade show displays for HBMG Inc and the HBMG Foundations ArtSpark festival.

- Conceptualize, design and advertising and print marketing collateral
- Provide design support for web sites, online marketing initiatives and collateral
- Handle production, printing and shipping of collateral orders for all company
- Traffic ad creative to multiple print publications nationwide
- Handle day-to-day change requests
- Produce electronic and hard-copy presentations
- Maintain corporate graphics standards
- Assist other departments as needed with design and production duties

Holt, Rinehart and Winston, Austin, Texas 1999 - 2003

Industry: Education & Textbook Publishing

CD Rom Marketing / Web Designer / eLearning

Internet / Web Marketing Responsibilities

- www. hrw.com web site; interface, navigation design, templates
- Math online tutorials, banners and interface
- Hand coding HTML, CSS and Javascript behaviors
- Usability and Focus testing
- Implementing W3C, 508, DIR, CSS standards and requirements
- Software: Dreamweaver, Flash, Photoshop, Illustrator, FireWorks

CD Rom Marketing Presentation:

- Math (Algebra 1 & 2, Geometry 2001)
- Language Arts, (Power Notes 2002)
- One-Stop Planners, QuarkXpress
- Designing CD Rom and internet user interfaces and navigation
- Create user manuals and style guides
- Working with internal and external clients and vendors
- Assistant art direction of external projects
- Software: QuarkXpress, InDesign and PowerPoint templates

News 8 Austin, Austin, Texas, 1999

Industry: Time Warner Cable News Channel

Broadcast Graphic Designer / Print Marketing

Senior Designer

- Created designs which supported the corporate branding
- Supervised two designers, departmental organization,
- Produced graphical elements for the News Maker NEN system.
- Developed daily operation procedure for on-air graphics and Teasers.
- Map and over-the-shoulder elements and backgrounds
- Software: Photoshop, Illustrator, AfterEffects
- Advertising and Marketing materials
- Billboard Ads, Vehicle Wraps to T-shirts, clocks and pins.

East of Eden Enterprises, New York City, 1990 - Present

Industry: Magazine & Book Print Publications, Public Broadcast and Advertising

Senior Designer

Produced clear and appropriate graphics for projects from stationery to brochures, banners, websites, magazine pages, ads, catalogs, books, broadcast title openers and promotions, marketing materials, page layout and design, template development, typeface design and font kerning, software training.

Client List as follows:

Austin, Texas:

- University of Texas, Architecture Department: Solar Decathlon website (Award)
- Austin's Wildflower Inn: web site design, (Bed & Breakfast Award)
- Publishers Resource Group (PRG), educational vendor: page layout and design

New York City Projects:

- Thirteen/WNET, Public Broadcasting Station: title openers, promotions, marketing
- Magazine Publishing: Money Magazine, People Magazine, Baby Talk
- Book Publishing: The Talman Company, Pripet Press, Penguin Books USA
- I.M.A.G.E Inc., computer consulting firm specializing in software integration
- Weekly News Paper: Village Voice
- R. H. Macys, national retail headquarters

Awards:

- Yahoo Best of 2000 (Bed & Breakfast Award),
- Washington DC. Solar Decathlon Design Award

Education:

School of Visual Arts, New York

Bachelor's Degree, 1997

- Graphic Design/Computer Arts Major
- Minor in Multimedia
- Film Production and Avid Editing
- Interactive Design
- Print Advertising and Marketing

New York Institute of Technology

- Film Production and Communication

Center for the Media Arts, New York

- Audio Engineering Certification

Katrina Simpson | Phone: 512.586.8754 | www.katrin simpson.com