

Katrina Simpson | Phone: 512.586.8754 | www.katrinasimpson.com

I became a designer because I see things in a unique way. I have worked in print, books, television, marketing products and the internet. I enjoy the dialog of conceptualizing and creating something new, or recreating something old, with a new twist or reinterpretation. For more than a year now, I have been coordinating and managing most of my own projects. I have planned my project schedules, arranged meetings, and created carefully designed sitemaps, color schematics and how-to procedures for each project.

The following are some of the assets I would bring to your company:

- Energy and commitment, which translates into quality results
- Strategic thinking, customer focus and clear directives in my areas of responsibility.
- Excellent team and communication skills; am forthright and keep my managers informed on key issues.
- Innovative thinking; I promote and take responsibility for my ideas. I am able to provide a clear vision of future development and also assist in improved ways of meeting customers' needs. I welcome change and the opportunity to think out of the box.
- A critical eye for balance and structure; yet I am always open to discussion and compromise
- My ability to articulate clearly with people from all walks of life

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HBMG Inc., Austin, Texas, 2004 - Present
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 tradeshow displays for HBMG Inc and the HBMG Foundation's 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 - 1999

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)
- Seiko Marketing International, watch manufacturer: marketing materials
- Austin's Wildflower Inn: web site design, (Bed & Breakfast Award)
- Trilogy, software manufacturer: marketing/advertising material design
- Collehire.com, job placement portal: marketing/advertising material design
- 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 3rd Place

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

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