

KATHERINE PEARL

GRAPHIC DESIGNER

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PROFESSIONAL EXPERIENCE

FREELANCE | GRAPHIC DESIGNER | NEW YORK, NY

2013 to present

Design brand identities, presentations, email templates, white papers and print collateral for companies including Outbrain, BetterCloud, and Bombay Sandwich. Concept and design of covers for romance and urban fantasy novels.

MEDIAPOST | ART DIRECTOR | NEW YORK, NY

2012 to present

Oversee all MediaPost event and award branded print/web material, including design of email blasts, social media branding, brochures, newsletters, event programs and signage, and work with international printers on production. Design logos for event brands and implement them in cross-platform branding. Fully responsible for the design and production of two advertising trade magazines, *Media* and *OMMA*, and *Soccer America*, a sports quarterly. Collaborate with the creative team to conceive each issue of the magazines from the idea for a theme to the layout and production of the publication.

DIRECT BRANDS/BOOKSPAN/COLUMBIA HOUSE | MARKETING COORDINATOR | NEW YORK, NY

2011 to 2012

Point person for the creation and production of five book clubs' monthly catalogs, corralling editorial, design, production, manufacturing, and sales into one cohesive look at the offerings. Created timely direct mail campaigns. Interpreted statistics and projection analysis of market trends to determine how many of each book to order for one club's new member division.

MEDIAPOST | ASSISTANT ART DIRECTOR | NEW YORK, NY

2010 to 2011

Designed feature layouts for three magazines. Handled all promotional material and created corresponding newsletters, programs, signage and digital presentations.

MEDIAPOST | DESIGN AND PRODUCTION ASSISTANT | NEW YORK, NY

2008 to 2010

Designed columns, sidebars and charts for three magazines. Managed the production and interdepartmental scheduling of all three publications.

EDUCATION

GENERAL ASSEMBLY | HTML, CSS & WEB DESIGN | NEW YORK, NY

2017

COLUMBIA UNIVERSITY | PUBLISHING GRADUATE CERTIFICATE | NEW YORK, NY

2007

POMONA COLLEGE | B.A. IN ENGLISH | CLAREMONT, CA

2007

SKILLS

Proficient in Mac and PC operating systems, InDesign, Photoshop, Illustrator, Word, Excel, Powerpoint and Slides. Learning HTML and CSS. Excellent attention to detail while working in a fast-paced environment, as well as strong photo-editing, production and copy-editing skills.