

katherine pearl

ART DIRECTOR &
GRAPHIC DESIGNER



work

2022-PRESENT

LEAD DESIGNER

REP CAP

Design all digital and print material for a boutique marketing agency with 20+ clients, including Fortune 500 company Aon.

2013-PRESENT

FREELANCE CREATIVE DIRECTOR & GRAPHIC DESIGNER

Design native and display ads, landing pages, brochures, white papers, presentations, brand identities, email templates, and print collateral for companies including Epson, Elsevier, Outbrain, Madison Valley and BetterCloud.

2012-2020

ART DIRECTOR

MEDIAPOST | NEW YORK, NY

Designed all event and award branded print/web material, including email blasts, social media branding, brochures, newsletters, event programs, signage and logos. Lead a small team responsible for the design and production of three magazines.

2011-2012

DESIGN & MARKETING COORDINATOR

BOOK OF THE MONTH CLUB | NEW YORK, NY

Created book club's monthly catalogs, coordinating editorial, design, production, manufacturing and sales.

2008-2011

ASSISTANT ART DIRECTOR

MEDIAPOST | NEW YORK, NY

Designed magazines, newsletters, programs, signage and digital presentations.

info

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skills



education

2017
WEB DESIGN
GENERAL ASSEMBLY

2007
PUBLISHING DESIGN
COLUMBIA UNIVERSITY

2007
BACHELOR OF ARTS
POMONA COLLEGE