



KATHARINE NELSON

DESIGNER

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Hello, I'm Katharine. I have 20+ years of professional experience in art direction and design. I'm well-versed in a remote environment, and a team player who works well under pressure, while keeping a constant focus on the details. I have been recognized by my colleagues for my strong work ethic, quirky character, and passion to create. Keeping a fresh artistic perspective on repetitive materials as well as completely reinventing the wheel are vital abilities I possess.

EXPERIENCE

INFORMA | *remote office* **SALIDA, CO** **Art Director, June 2015–April 2022**

- Involved in designing refresh campaigns, print and digital elements for internal clients across Informa, a global leader in international events, intelligence, and scholarly research
- Pivoted quickly to produce virtual events via SwapCard platform and EPeak Studio productions. Developed main event themes, customized buttons, speaker and content slides, backup custom screens, static decks, overlays for streams, sources for last minute adjustments, and alternative placeholders
- Conceptualized and designed onsite event branding for multiple annual conferences, which include: execution of logos, large scale signage, show floor and registration booths, entrance units, floor and window decals, stair clings, attendee badges, program guides, speaker presentations, and stage video graphics
- Created social content, website assets, online banners, animated ads, email graphics, and mobile apps

HDI | **COLORADO SPRINGS, CO** | *remote office* **BRECKENRIDGE, CO** **Art Director, November 2010–June 2015**

- Produced all print collateral for HDI Corporate, Training, Local Chapter, Membership, Research, and Services divisions
- Designed corporate brochure, direct mail, custom die templates, variable data, postcards, infographics, posters, and promotional collateral
- Created print and online magazines, annual salary reports, and training catalogs
- Collaborated with photographers, stylists, and executed art direction of photo shoots

COLORADO ACTIVITY CENTERS, INC. | **FRISCO, CO** **Art Director/Designer, 2004–2009**

- Executed Colorado tourism magazines from concept to completion
- Collaborated and hired outside vendors, writers, and photographers for special issues
- Attended town chamber meetings, created timelines, and organized publish dates
- Designed online banners, tile ads, promotional ads, and supporting sales materials

ORALABS, INC. | **ENGLEWOOD, CO** **Graphic Designer, 2000–2002**

- Developed retail packaging and POP store displays for oral care and vitamin product lines
- Designed promotional ads, back covers, and inserts for *teenStyle*, *Let's Live*, *Total Health*
- Created labels, trade show graphics, and presentations
- Constructed new product mock-ups and prototypes
- Oversaw print production and attended press runs to ensure proper execution

SKILLS & SOFTWARE

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat

Microsoft Office Software

Knowledge of After Effects, Uberflip, and SwapCard virtual platform

Prepress preparation and press checks

Photography and directing photoshoots

EDUCATION

CENTRAL MICHIGAN UNIVERSITY, **Mt. Pleasant, MI**

B.A.A. in Graphic Design

Minor in Advertising

Phi Sigma Pi National Honor Fraternity

National Honor Society

RECOGNITION

INFORMA 2019 TOP ACHIEVEMENTS **AWARD** for "Building A Brand" Award

Published in ADVERTISING, 3RD EDITION for "demonstrating excellent image, layout and development in a print advertisement"

TOASTMASTERS

Competent Communicator Award

ACTIVITIES

Skiing, mountain biking, hiking, and creative outlets like painting, wood working, mixed medium

