



Katherine Simao

Brooklyn, NY | 860.205.7004

simaodesign.com | simaok190@gmail.com

Education

The College of Saint Rose, Albany, NY

BFA in Graphic Design, Minor in Art History, May 2011

Digital Skills

Softwares:

- Adobe CC
- InDesign
- Photoshop
- Illustrator
- AfterEffects
- Dreamweaver
- Premiere Pro
- Digital Publishing Suite
- Excel
- Word
- PowerPoint
- Keynote

Code:

- HTML
- CSS
- Javascript
- JQuery
- PHP

Experience

Creative Director | EGR International, Manhattan, NY, April 2015– Present

Organize creative work flow. Price out projects and monitor budgets from start to finish. Lead group critiques. Liaison between account directors/clients and designers. Monitor deadlines. Research new technologies to ensure the department remains on trend. Design brands, websites, applications, and print collateral for Fortune 500 Companies. Lead in best marketing strategies for year long communication campaigns.

Engagement Project Manager | EGR International, Manhattan, NY, September 2013–September 2014

Managed multiple engagement programs through websites, apps and customer service. Liaison between client and developers to optimize functionality of their program's technologies. Strategized marketing campaigns to boost and maintain site/app engagement. Monitored website and e-learning errors to expedite solutions for technical problems.

Visual Designer | EGR International, Manhattan, NY, March 2013–April 2015

Designed collateral for print, web and e-publishing platforms for Fortune 500 company's rewards programs. Brainstormed with account directors for best marketing solutions. Conceptualized and designed proposals. Researched the latest technologies to keep ahead of media trends.

Assistant Designer | TIME For Kids Magazine, Manhattan, NY, October 2011–March 2013

Designed the monthly Nook and iPad TIME For Kids Family Edition Magazine. Set up interactive files, archived images and formatted articles for digital edition. Assigned artwork, checked photo credits, photo edited, copy edited, tested interactivity, and brainstormed with editorial team about possible story ideas.

Design Intern | Nickelodeon Creative Resources, Manhattan, NY, 2010

Designed page layouts for style guides, illustrated vector art patches, designed apparel for international style guides, organized binders of character art, assisted at photo shoots, ordered supplies through outside organizations.

References

Upon Request.