



KATHERINE ARGUETA

GRAPHIC DESIGNER

A BIT ABOUT ME

I am a graphic designer with confidence in my craft, and a goal of bringing vision to fruition. Through my education and professional experience, I am able leverage my skills in motion graphics, video editing, editorial design, social media, branding, and illustration with the ability to work on multiple projects in a fast-paced environment.

EDUCATION

**George Mason University,
Fairfax, Virginia**

Bachelor of Fine Arts in Art and Visual Technology with a concentration in Graphic Design
Graduated: May 2019

Honors

Dean's List:
Fall 2015-Spring 2016,
Spring 2017- Spring 2019

Clubs

Filipino Culture Association:
Multimedia Director, 2016-2017

KEY SKILLS

Adept with Adobe Photoshop, Adobe Bridge, Adobe Illustrator, Adobe InDesign, Adobe After Effects, and Figma

Minimal coding experience, HTML and CSS/
Adobe Dreamweaver

Proficient in digital photography

Ability to work well individually or with a team on a project in collaboration with the client

Efficient in time management

WORK EXPERIENCE

American University, Graphic Designer, Department of Alumni Relations October 2019-Present

- Lead designer in implementation of comprehensive capital fundraising campaign of \$500 million for the university
- Worked in conjunction with the vice president of marketing to expand new graphic standards of university fund raising campaign
- Lead designer of new, mission-critical print and digital collateral needs across platforms including social media, video, and other multimedia avenues for both the public and internal employees in preparation for a university-wide rebrand launch
- Curated and maintained photo library to meet the needs of the department
- Created original media content for 20+ internal programs for alumni and students increasing involvement
- Enhanced and supported department communication initiatives to attract philanthropic investment by interpreting them visually
- Created templates and social media toolkits in PowerPoint, Word, Keynote, and InDesign for division use
- Curated and lead trainings of adobe programs and templates for staff
- Utilized established university standards to ensure brand continuity
- Creation of variety of printed marketing materials including postcards, brochures, booklets, reports, and proposals to increase engagement and philanthropic initiatives for the university

Freelance 2018-present

- Commissioned illustrations
- Mark's Music Prep; designed
 - Flyers
 - Motion graphics
 - Programs
 - Banners
- Creation of social media content for YCMC by Shoe City
- Design of Brand for Parkview Capital including completing market research, competitive analysis, and creation of:
 - Graphic standards
 - Business card
 - Headshots
 - Website
 - Social media content
 - Marketing Photography
 - Marketing materials
 - Illustration
 - Stationery
 - Iconography

Washington Commanders, Graphic Design Intern June 2017-December 2017

- Prepared digital photo files for print and web use
- Crafted sponsor adds for responsive website
- Illustration and layout design for internal initiatives
- Real-time game day photo editing for official Instagram account

Prince William County Schools, Imaging Center Assistant, Summer Temporary June 2013 to June 2017

- Fulfilled print job orders from printing, book binding, collating to packing final job
- Digital setup of business cards for printing
- Designed flyers, posters, signs, brochures, and announcement materials for use in Prince William County Public Schools