

# Katie Felton

STRATEGIC CREATIVE

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## CONTACT

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## SKILLS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe AfterEffects  
Adobe Premiere Pro  
Figma  
Hootsuite  
Illustration  
Branding  
UI Design  
Digital Design  
Print Design  
Environmental Design  
Design Thinking  
Project Management

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## CERTIFICATIONS

**Harvard Business School**  
Design Thinking + Innovation

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## EDUCATION

**University of Oklahoma**  
*Norman, Oklahoma*  
BA in Advertising

## WORK EXPERIENCE

### Graphic Designer

Wolfspeed | Remote | Full Time | Aug 2021- Present

- Strategized and designed social media content to reach investors, customers, employees and prospective employees on Instagram, LinkedIn, Facebook and Twitter.
- Created and organized a filing system as well as a request queue for future and past design projects that coordinated with digital asset management system.
- Facilitated design thinking sessions with departments to determine the best way to collaboratively work together moving forward in a remote setting.
- Designed and Prototyped User Interface through Figma for Motherboard that increased sales on products by 16%.
- Project manage and communicate with the whole company to prioritize projects that align with wider company goals.
- Collaborated with external agency to rebrand and carry out the strategy across all platforms.
- Formulated and Implemented guidelines around appropriate usage of internal visual identities on marketing collateral.
- Provided constructive and detailed orientated design feedback to teammates and agency partners.
- Designed event logos used in webinars, seminars and tradeshow around the world.
- Formulated assets on 360 Marketing Campaign around brand awareness that increased social media driven applicants by 28%.

### Graphic Designer

Passport Inc | Remote | Freelance | Jan 2022- Aug 2022

- Worked quickly and cross functionally with nationwide clients to determine proper sizing and designs for parking signs in desired areas.
- Organized content and assets on Digital Assets Management system to increase productivity.
- Designed White Papers for 6 different products in 3 languages for digital and print use.
- Produced branded and engaging swag with corresponding themes to boost company morale.