



Kate Frana

Senior Graphic Designer

Graphic and web designer with 10 years of professional experience seeking a visual design position where I can utilize my proficiency in visual communication and experience in marketing to create powerful and thoughtful designs that resonate with their intended audiences.

Contact



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(417) 598-3849



franaticart.com

Education

UNIVERSITY OF CENTRAL FLORIDA

2014

- Bachelor of Fine Arts in Drawing & Illustration
- Minor in Creative Writing
- Graduated *summa cum laude*

Skills

- Adept in visual design and composition for digital and print production, with thorough experience in Adobe Creative Suite.
- Skilled artist with a comprehensive background in both digital and traditional mediums.
- Accomplished web designer adept in WordPress, HTML, and CSS, as well as SEO, responsive design, and UX.
- Precise written and spoken communicator who responds promptly and completely.
- Excellent organizational dexterity and capable of juggling multiple projects and deadlines.
- Technologically experienced with both PC and Mac systems.

Work Experience

CELSIUS MARKETING | INTERACTIVE

Senior Graphic Designer, May 2019–Present

- Designing, building, optimizing, and editing responsive websites for clients in WordPress and Shopify with respect to their established brands, target demographics, and business goals.
- Creating and publishing campaigns via email, social media, websites, signage, and print for clients in order to nurture leads, communicate ideas, and promote products and services, which resulted in up to 80% increased web traffic, 240% increase in inquiry conversion, and a 300% increase in sales.
- Collaborating and communicating with team members and clients to understand objectives, brainstorm new and interesting ideas, and build campaigns to engage and inspire.
- Leveraging my experience with Adobe Creative Suite, web design, and illustration to create engaging visual experiences for ourselves and the clients.
- Juggling multiple projects, clients, and fast-paced schedules to effectively meet deadlines and deliver the best products and experiences to our clients.

LW MARKETING & CONSULTING

Graphic Designer, January 2018–April 2019

- Designing emails, landing pages, sell sheets, postcards, animated graphics, logos, presentations, and more for clients to use for promoting products and services to their customers.
- Collaborating with a multi-disciplined team in the redesign and maintenance of a partner's website, which resulted in more than 300% increase in website traffic.
- Planning and building campaigns with partners designed to increase the number of clients as well as reengage former clients.
- Managing multiple social media platforms for various partners with regularly updated content in order to raise awareness about customer events and special promotions while maintaining brand identity, which resulted in up to a 25% increase in the number of followers and page visitors.

SIGNS NOW | FORT MYERS

Production Artist, July 2017–December 2017

- Designing logos, banners, vehicle wraps and decals, business cards, flyers, window perforations, trade show displays, posters, and much more for both personal and commercial use.
- Delivering CMYK files ready for printing and die-cutting in a fast-paced environment.
- Utilizing my Adobe Creative Suite experience to produce quality artwork for customers on a timely basis.
- Surprising customers with appealing artwork to encourage the sale conversion.