

# KATIE MCDONNELL

GRAPHIC DESIGNER | DIGITAL MARKETER

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## PROFESSIONAL SUMMARY

Versatile and creative graphic designer with expertise in print, product, digital, and brand design. Skilled in blending storytelling with precise art direction, known for attention to detail and a collaborative approach. Guides product creation from concept to production with innovation and excellence

## CAREER EXPERIENCE

### DID AGENCY (Summer 2024)

#### *Design Intern*

Worked closely with the creative team and contributed to branding initiatives for clients CeraVe and L'Oréal. Collaborated on creating and developing design and branding concepts, producing and editing a range of print and digital assets. Utilized Adobe InDesign, Illustrator, Photoshop, and Figma to create visually compelling materials. Print prepped files for production, and effectively managed multiple projects simultaneously.

### LOYOLA UNIVERSITY MARYLAND (2019-2023)

#### *Graphic Design and Marketing Specialist*

Led the creation of compelling design concepts for marketing materials. Designed logos, brochures, print and digital assets, and websites. Collaborated with team members to produce captivating materials for high-profile events, garnering positive feedback. Implemented a new brand identity across social media and print, boosting follower growth.

### APPRENTICE HOUSE PRESS (2022-2024)

#### *Book Designer and Publishing Assistant*

Designed book covers and interiors for multiple publications, enhancing their market success. Collaborated closely with authors/clients to translate their visions into tangible design concepts. Assisted in coordinating book launches and promotional events to boost visibility and sales for published titles.

### FREELANCE GRAPHIC DESIGNER (Present)

Create compelling solutions across branding, print, and digital platforms for diverse clients. Design impactful packaging, logos, and brand identities for multiple start-ups, empowering them to establish strong brand recognition. Develop functional websites that reinforce brand identity. Utilize email marketing and social media content to enhance brand visibility and engagement.

## SKILL SET

### MULTIDISCIPLINARY

Accomplished designer creating diverse and creative products.

### PROBLEM SOLVING

Strong problem solving skills, with a track record of analyzing issues and generating effective solutions.

### TECHNICAL SKILLS

Highly skilled in Adobe Creative Suite, as well as remote working platforms.

### PASSIONATE

Creating fresh storytelling through communication and design with passion.

### MARKET RESEARCH

Understand market principles and brand concepts to create effective brand identities.

### PRESENTATION

Experienced presenter from briefing in designers to pitching finished decks.

### ATTENTION TO DETAIL

Exceptional attention to detail, demonstrated through meticulous design refinement.

### QUALITY EXECUTION

Highly productive with increasing impact, efficiency, and sophistication over time.

### TIME MANAGEMENT

Highly knowledgeable in the process necessary to deliver product to market on time.

## EDUCATION

### LOYOLA UNIVERSITY MARYLAND (Baltimore, MD)

#### *BFA • Communications and Digital Media • 2022*

Concentrations in Graphic Design, Digital Media, and Advertising. Minor in Writing

## INTERESTS

Graphic Design • Digital Marketing • Branding  
Print Design • Packaging Design • Film & Video  
Storytelling • Illustration • Photography • Fashion  
Music • Travel • Writing • Advertising