



KATHERINE DOWNES

GRAPHIC DESIGNER

KatherineDownes.com | 484-225-2650 | KatherineDownes23@gmail.com

EXPERIENCE

Atlas Restaurant Group

Graphic Designer
July 2021– Present

Projects Include: Building & Maintaining Brands, Social Media Marketing, Digital Marketing, Event Graphics, Menu Design, Illustration, and Publication Design.

Reading Royals

Graphic Design Intern
Summer 2019

Projects Include: Social Media Marketing, Ticket Stub Layout, Game Calendar, Specialty Game Imagery.

Elite Sportswear

Graphic Design Intern
Summer 2018

Projects Include: Social Media Marketing, Email Newsletter, Wayfinding Signage.

Pennsylvania College of Technology

VP of Public Relations of Student Government
Academic Year 2019–2020

Responsibilities Include: Maintain Social Media, Promotional Materials, Chair Advertising Committee, Liaison to Penn Colleges VP of PR

Pennsylvania College of Technology

Community Peer Educator
Academic Year 2019– 2020

Responsibilities Include: Program Development with focus in the areas of health & wellness, suicide prevention & interpersonal violence, diversity, and community engagement.

EDUCATION

Pennsylvania College of Technology

Bachelor of Science, Graphic Design
Minor in Marketing
September 2017– May 2021

AWARDS

American Advertising Awards – AAF NEPA

2020 – Student Silver
Legendary Beer

American Advertising Awards – AAF NEPA

2020 – Judges Choice
Legendary Beer

Flux Design Competition – AIGA Blue Ridge

2020 – Honorable Mention
Daytime Elixir Coffee

Awesome Woman Exemplar – Penn College

2020

DESIGN & SOFT SKILLS

- Typography
- Page Layout
- Branding
- Packaging
- Digital Marketing
- Creativity
- Color Theory
- Visual Design
- Positivity
- Self-Motivation
- Problem Solving
- Organization
- Teamwork Skills
- Time Management
- Flexibility
- Accepts Feedback

PROGRAMS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Procreate
- Wordpress
- Mailchimp

MEMBERSHIP

AIGA

2020–2021

Student Government Association

Senator SHVC | VP of Public Relations
2019– 2020