

Professional Experience

Senior Graphic Designer • FX Studios • October 2021 - Present

My role includes developing creative strategies and implementation of content across multiple business units to ensure brand consistency, messaging and final delivery. I provide design briefs as well as creative direction to our internal creative team as well as partner deliverables. Responsibilities also include management and support of all creative assets across multiple business units ranging from business development pitch decks, event marketing, web design, app design and digital marketing campaigns.

Senior Graphic Designer • Premier Lacrosse League • January 2019 - October 2021

Responsibilities include managing of the PLL brand story and design team through collaborations across multiple business units to ensure brand consistency, messaging and final delivery. In addition, my role includes developing creative strategies through mood boards and design briefs as well as creative direction towards partner and sponsor deliverables. Responsibilities also include management and support of all creative assets across company verticals ranging from business development pitch decks, merchandise, podcasts, events, web design, and digital marketing campaigns.

Graphic Designer, Regional Coordinator • wear blue: run to remember • June 2015 - January 2019

Graphic design responsibilities included management and creation of content, digital media assets, social campaign marketing assets, apparel design, and print marketing materials for 10+ annual events. In addition, regional coordinator responsibilities included oversight and management of 7 coordinators located in DC, Maryland, and Virginia as well as planning and organizing monthly meet-ups by gathering and leading a group of runners through a self designed course.

Graphic Designer • Integrated Designs • March 2016 - April 2018

Responsibilities include working closely with internal staff as well as clients to design marketing and communication pieces for national campaigns as well as internal and external publications. These assignments include: newsletters, annual reports, magazine advertisements, out of home marketing campaigns, promotional merchandise, and social media advertisements.

Graphic Designer • Clear Channel Outdoor • May 2013 - February 2016

Responsibilities included outdoor design, management of design inventory, and tracking of design order fulfillment. This involves leading clients and internal stakeholders through the design lifecycle by actualizing the brand story, managing clients expectations, and collaborating with internal staff to produce marketing products.

Capabilities

Adobe Creative Suite (Cloud)

Photoshop, InDesign, Illustrator, Lightroom

Engineering

HTML, CSS, Sketch, Zeplin

Content Management System (CMS)

Wordpress, Weebly, Wix, Photoshelter, Greenfly

Customer Relationship Management (CRM)

Salesforce, MailChimp, Campaign Monitor, ClubOS, Emma

Project Management

Basecamp, Photoshelter, Slack, Monday.com, Asana, Trello

Education

Bachelor of Arts with Graphic Design

Lynchburg College

Lynchburg, Virginia

Lynchburg College Study Abroad Program

Photography

Rome, Italy

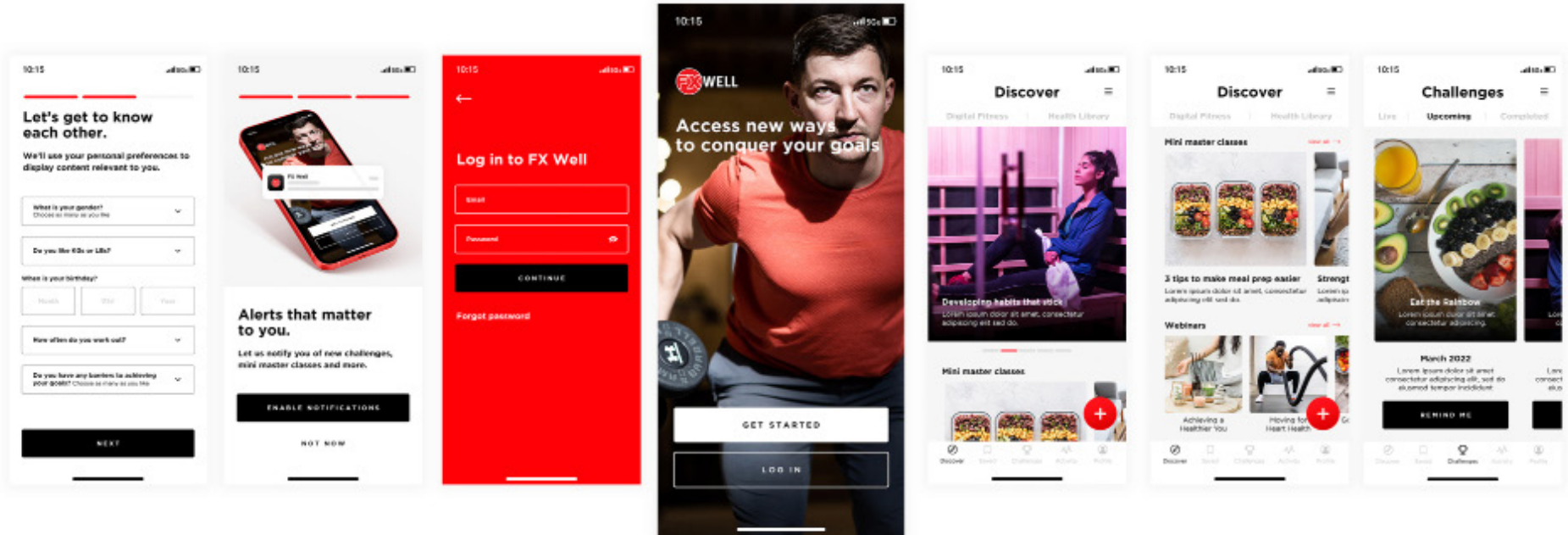


KATHERINE SCOTT // Graphic + Web Designer

Digital & Web Design Samples



NextNow Docuseries Branding
Identity + Branding, Photography Treatment, Art Direction

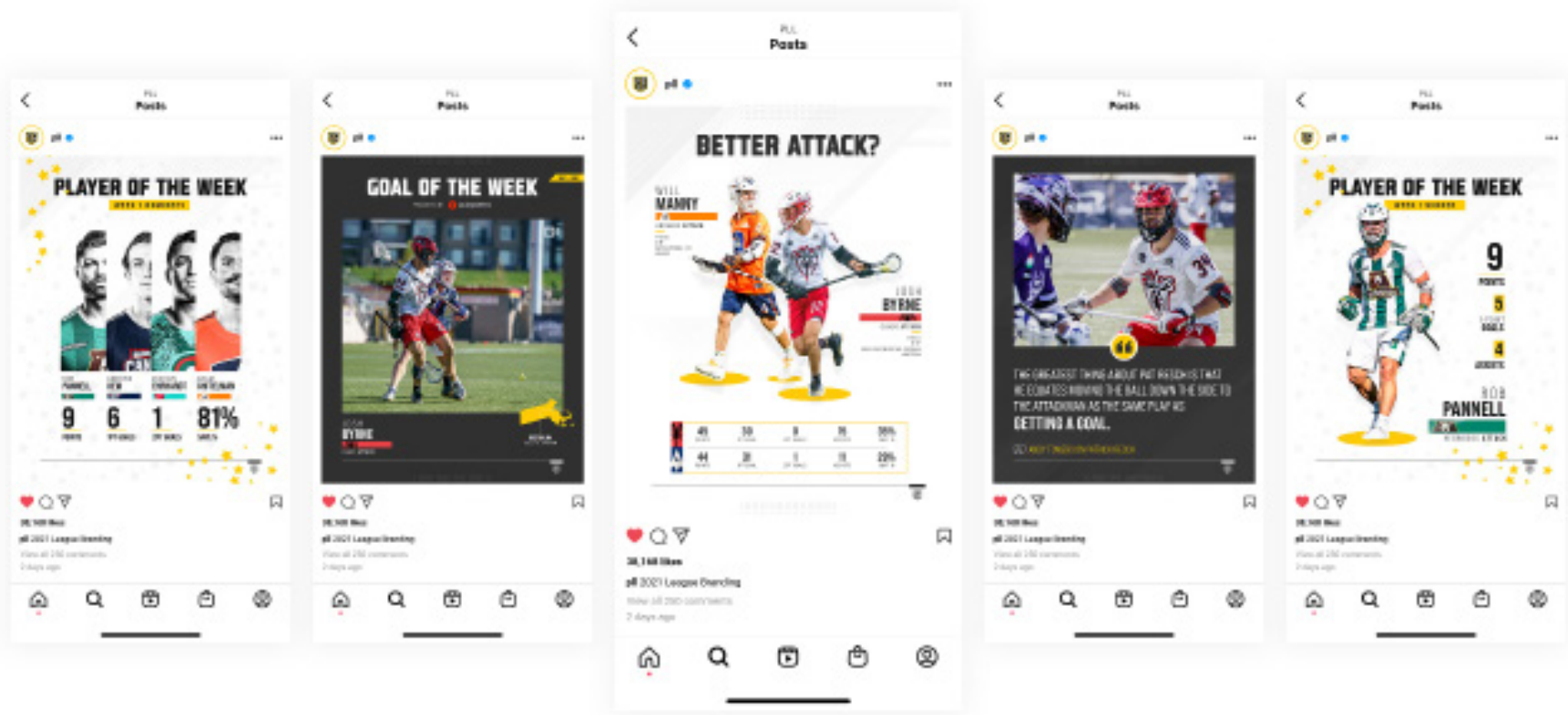


FX Well App Redesign
On-boarding + Homescreen Design, UI/UX Design, Style Guide, Art Direction

—time & room—



Time and Room Agency Branding
Identity + Branding, Responsive Web Design, Art Direction



Premier Lacrosse League 2021 Branding
 Visual Branding, Art Direction, Digital and Media Design



Charlotte North x PLL Media Deck
Layout, Data Metrics, Identity Mocks, Art Direction



Various logos/identity designs