

- 815-494-1236
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- katedeliadesign.com

KATIE DELIA

MULTI-MEDIA DESIGNER

CERTIFICATION

- Essential Skills in Adobe Illustrator**
May 2024
- Essential Skills in Adobe Photoshop**
April 2024
- Introduction to Generative AI**
March 2024

SKILLS

- Proficient in graphic design and animation software (Adobe Creative Suite, Sketch, Blender, etc.).
- Strong written and verbal communication skills for clear and effective collaboration.
- Passionate about design and technology, eager to learn new software and stay updated with industry trends
- Proven ability to prioritize tasks and manage multiple projects simultaneously with excellent time management.
- Expert in research-driven and evidence-based design solutions
- Conversational Spanish skills

EDUCATION

Marquette University
BA in Digital Media, Magna Cum Laude
Pi Beta Phi | Kappa Tau Alpha

Milwaukee Institute of Art & Design
Minor in Graphic Design

University of Auckland
Study Abroad, Media and Screen tools

KATIE DELIA
WWW.KATIEDELIADDESIGN.COM

EXPERIENCE

Riboli Family Wines- Stella Rosa and Innovation Brands

Lead Graphic Designer 2024
(Graphic Designer 2020-2023)

- Brand Standards and Identity:** Develop, establish, and maintain design standards and guidelines, ensuring brand consistency across all platforms. Research and stay up-to-date on industry trends and technologies to continually enhance and innovate brand identity.
- Creative Development, Guidance, and Cross-Functional Collaboration:** Lead creative concept development across print and digital 360° marketing campaigns while mentoring and giving feedback to junior designers. Partner with brand managers, media, events, and shopper marketing teams to execute campaign assets and strategies, ensuring alignment with brand identity and objectives.
- Project Management and Creative Solution Discovery:** Oversee multiple concurrent projects, maintaining timelines and milestones, delegating tasks, and ensuring deadlines are met. Conduct weekly check-ins with the design team to assess campaign progress, identify barriers, and provide solutions.

371 Productions

Graphic Designer 2018-2020

- Branding Design and Website Management:** Led branding design initiatives, establishing cohesive visual identities across company communications and platforms, including logo design, color palettes, and typography guidelines. Managed and updated company websites to optimize user experience and maintain visual appeal.
- Pitch Deck and One-Pager Design:** Developed visually compelling pitchdecks and concise one-pagers to effectively communicate the company vision to investors and stakeholders.
- Motion Graphics and Character Animation Production:** Produced dynamic motion graphics and character animations for promotional videos, films, and online content using industry-leading software. Collaborated with creative teams to integrate animations seamlessly into productions, enhancing storytelling and audience engagement.

Marquette University- Division of Student Affairs

Graphic Designer and Marketing Associate 2016-2019

- Client Collaboration and Project Management:** Collaborated with clients to understand their vision and goals, delivering tailored design solutions. Managed multiple projects simultaneously, adhering to strict deadlines and maintaining high-quality standards.
- Digital and Social Media Content Creation:** Designed and produced engaging digital content, including social media graphics, email marketing assets, and website visuals, driving increased online traffic.
- Large-Scale Print Media:** Created impactful large-scale print media, including event posters, banners, and university signage, enhancing visual appeal and ensuring cohesive branding for major events and campus-wide initiatives.