

Katie Major

CURIOSLY WHIMSICAL DESIGN

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SKILLS

Analytical Thinking • Team Development • Project Management
Typography Creation • Curriculum Development • Letterpress Printing
Brand Development • Environmental Design • Publication Design
Product Development • Photo Styling • Marketing Strategy



EXPERIENCE

2013

**ADJUNCT PROFESSOR | LAKELAND CC, TRI C,
CLEVELAND STATE UNIVERSITY, KENT STATE UNIVERSITY**

Teaching all levels of design between freshman and senior level courses.
Collaborating with department head to create new assignments and modify
existing ones. Challenging students with new ways of approaching problems.

2012

GRAPHIC DESIGNER | AMERICAN GREETINGS

Lead designer on Care Bears and Strawberry Shortcake style guides. Focusing on
pattern and patch design, trend boards and color palettes. Maintaining branding
standards for classic brands through evaluating production samples.

2010

PARTNER | FIZZ CREATIVE

Creation of branding concepts and execution in both print and online media for a
variety of clients. Merchandise management and development for both Ohio and
Michigan brands. Organization and structuring of ordering practices as well as
developing new store relationships and maintaining current stores with our
products. Project management and accounting for Fizz.

2010

DESIGN ASSOCIATE | HEATHER MOORE JEWELRY

Restructuring and creation of processes to make department more efficient
analyzing team member strengths and utilizing abilities. Project management for
several projects including: annual catalog, ordering forms, and jewelry shop
manuals. Font development to represent exact replicas of their metal stamps used
in the creation of their jewelry.

2008

GRAPHIC DESIGNER | GO MEDIA

Create promotional materials, including album and tshirt design concepts for the
music and entertainment industries. Designs include: The Killers, My Chemical
Romance, Taking Back Sunday, and Nirvana.

EDUCATION

College for Creative Studies | Detroit, MI • 2007

Bachelor of Fine Arts in Graphic Design

AWARDS & RECOGNITION

2013 • 3D DESIGN AWARD | AIGA 730 Competition

2013 • CASE STUDY | “Design Currency”

2012 • PROJECT FEATURED | Print Magazine

2012 • 1st QUARTER WINNER | PaperSpec Take Note Award

2011 • WINNER | Pantone Color in Design

2011 • 2D DESIGN AWARD | AIGA Design Competition

2011 • INTERVIEWED | How Magazine (May Issue)

2010 • FEATURED ALUMNI | College for Creative Studies Website

2009 • PROJECT FEATURED | Logo Lounge Vol. 5

PHILANTHROPY

2008

MEMBERSHIP DIRECTOR | AIGA CLEVELAND

Developed Membership position to be more efficient and built membership
committee to help assist with supporting duties.

Manage duties and responsibilities of membership committee members.

Create system for event management including guest check in process,
membership committee organization, and volunteer coordination.

2010

**ADVISORY COMMITTEE | VOICES WORTH HEARING
ART WORTH SHARING • 2010**

Volunteering locally with Nepalese refugees helping
them to adjust to American culture. Lead designer for social media and
promotional campaigns for gallery exhibition.

2007

HAITI MISSIONARY | HAPI & GLOW

Volunteering for one month in Haiti to develop a sustainable business for
women in embroidery with HAPI. Key team member in teaching business
developing and budgeting skills. Photographer for GLOW Ministries
International visiting schools and orphanages they sponsor.



WWW.KATIEMAJORDESIGN.COM