



KATIE MORAN

Graphic Designer

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SPECIALTIES

Graphic Design
Photo Retouching
Photography
Logos & Brand Identity
Social Media Management
Typography
Presentations
Infographics
Packaging Design
Video Editing

PROGRAMS

Adobe Creative Suite
Microsoft Office
iWork Suite
Adobe Premiere Pro
Prezi
MailChimp
Shopify
Asana
Basecamp

INTERESTS

Cooking
Dog Walking
Makeup & Skincare
Pop Culture
Animal Rights
Blogging
Painting

WORK EXPERIENCE

Graphic Designer at Jouer Cosmetics, Los Angeles

July 2019 - Present

Launched in 2008, Jouer provides a fresh, editorial view of makeup to complement a woman's individual fashion sense and lifestyle. Responsibilities for the Graphic Designer include: creating all digital assets for ecommerce (including product display pages, homepage banners, marketing blast emails, and Google & Facebook ads) extensive retouching and color-correcting (model, product, swatches, and lifestyle photography), organizing files for vendors & retailers, and designing sales presentations as well as ancillary items to support influencer marketing endeavours.

Graphic Designer at Pixi Beauty, Los Angeles

Apr 2017 - June 2019

Pixi Beauty is a wildly successful cosmetics company that focuses on enhancing natural beauty. The Graphic Designer is responsible for interpreting the founder's vision and developing suitable concepts to meet the needs of both Pixi and its sister company, POPBeauty. Specific tasks include: Photo retouching, Designing/editing content for all social platforms, retail collateral (such as window signage, service treatment menus, & aisle gondolas), signage and invitations for influencer events, and e-commerce emails & website graphics, photographing products for marketing collateral, hosting Instagram Live sessions promoting the latest launches, and staffing influencer events.

Graphic Designer at Murphy Research, Los Angeles

Mar 2015 - Apr 2017

Murphy Research is a full-service market research firm specializing in developing research initiatives designed to answer the most important and difficult business questions. The Graphic Designer helps develop compelling proposals and presentations while partnering with the research team to develop high-impact data visualizations that help clients understand the data behind the recommendations. Deliverables include PowerPoint & Keynote presentations, Infographics, and Focus Group Videos.

Escalation Specialist & Social Media Coordinator at GroupMe, NYC

Aug 2014 - Feb 2015

GroupMe is a mobile group messaging app owned by Microsoft designed to connect users no matter what device they're using. Members of the GroupMe Support Team are responsible for answering users' questions, troubleshooting bugs, reporting important trends to the developers, and being an overall link between the users and the engineers. Maintenance of all social media channels (both creatively and from a support standpoint) was crucial to keeping users engaged and actively using the app.

Graphic Designer at Princeton Partners, Princeton NJ

Sept 2013 - May 2014

Starting as an intern senior year of college, the role eventually transitioned to a fulltime freelance position at Princeton Partners — an award-winning integrated brand marketing agency. As a graphic designer, responsibilities include assisting the art director with copy edits, logo/branding identity, conceptual design, and collaborating in market research strategy meetings. Completed projects include infographics, videos, websites, logos, flyers, event program booklets, digital web ads, and style guides.

College Ambassador at TCNJ, Ewing NJ

March 2011 - May 2014

The College Ambassador program is a highly selective (less than 10% acceptance rate) group of student leaders who support the important needs of TCNJ Admissions. Ambassadors' responsibilities include: staffing summer orientation, working welcome week as a mentor/advisor to incoming freshmen, giving campus tours year-round, hosting open houses, scholar receptions, & off-campus college fairs, and supporting any bookkeeping work in the Admissions Office.

EDUCATION

BFA in Graphic Design with minor in Photography from The College of New Jersey, Class of 2014