

KATHRYN FORTNER

MOTION • GRAPHICS • UI/WEB • SENIOR DESIGNER

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📍 San Diego, CA

Experience

TRUIST BANK // SAN DIEGO, CA

SENIOR VISUAL DESIGNER MAY 2022 - PRESENT

Elevate the Truist visual brand through consistent alignment with style guide, applying colors and graphic elements in a bold, creative way. Design high quality marketing, advertising and product materials with accuracy, attention to detail and emphasis on innovation, while meeting agreed upon deadlines.

- Deliver designed website mockups using Sketch to web developers to implement website monthly updates.
- Design customer facing emails by coding in a text editor, upload in Acoustic, and testing in Litmus. Debug and simplify code for ease of use by co-designers. Keep files updated and organized on shared drive.
- Lead visual direction for social media by creating branded templates, establish consistent, eye-catching look and feel, while collaborating with copy writers to develop cohesive topics that thoughtfully flow with designs
- Introduce innovative design via motion graphics, sparking the development of digital video ads and more, thus boosting the overall abilities of the design team.

FAIRFIELD RESIDENTIAL // SAN DIEGO, CA

DESIGN TECHNOLOGIST JANUARY 2019 - MAY 2022

Primarily, act as a bridge between the design team and the development team by relaying up-to-date industry trends and discovering new ways to merge design and technology in the luxury apartment industry. Secondly, create branding for new construction properties.

- Lead strategic meetings with marketing managers and development team to brainstorm new email concepts that fulfill the properties' marketing needs and push the envelope, while maximizing production efficiencies.
- Design mockups using XD for email campaigns and new construction website landing pages.
- Code emails from XD mockups using Sublime Text, debug emails using Litmus, then deploy emails to properties' mailing lists through the Yardi Property Management System.
- Create branding for new construction properties starting with base style guide, building signage, interior garage murals, window wraps, print marketing materials, landing pages, and email campaigns.

SHARP HEALTHCARE // SAN DIEGO, CA

GRAPHIC + UI DESIGNER AUGUST 2018 - JANUARY 2019

Assist the advertising and creative team with fulfillment of print, digital and web design requests.

- Design pixel-perfect website page mockups using Sketch and Zeplin to be delivered to the web development team, then review and approve web compositions before publishing to the public.
- Design print ads for the various hospitals and entities of Sharp HealthCare.
- Design digital ads including web banners, social media, and email templates.
- Contribute modern, innovative ideas and designs that integrate the latest industry trends with a consumer centric focus.

PIVOT HOTELS + RESORTS // LOS ANGELES, CA

CREATIVE SERVICES MANAGER JUNE 2017 - AUGUST 2018

Fulfill all print and digital creative requests, monitor Pivot's visual brand consistency, execute monthly email marketing, administer website updates, and ongoing management of all creative assets.

- Successfully complete projects in-house for nine separate hotels and resorts, minimizing outsource to agencies, saving properties upwards of \$100,000.
- Design email templates, generating conversion revenue of up to \$140,378.
- Maintain strong relationships with properties/clients through frequent and clear communication resulting in guaranteed client satisfaction of final designs.
- Supervise and direct contract designers.
- Coordinate with third party organizations in printing, distribution and promotion of creative collateral.

Education

UNIVERSITY OF OREGON SEPT 2013 - JUNE 2017

DEGREE Bachelor of Science

MAJOR Business Marketing

MINORS Spanish, Computer Information Technology

Skills

SOFTWARE

After Effects

Blender

Figma/Sketch

Illustrator

InDesign

Photoshop

Premier Pro

WEB DEV

HTML

CSS

Bootstrap

WordPress

Squarespace

Shopify

CMS

LANGUAGES

English

Spanish

Hobbies

Yoga

Dance

Music

Golf

Travel

Photography

Illustration