

kate lawless

DESIGNER. WRITER. CREATOR. COMMUNICATOR.

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**I am a visual communicator with 5+ years of professional graphic design experience.
I enjoy carving out brand stories through printed marketing collateral and interactive design.**

JUST A FEW OF MY FAVORITE THINGS:

- Promotional Design: combining written and graphic content to create engaging user-centric digital and print materials
- Message Design: strategizing, creating and managing web communications such as e-mail, social media, and news/blogs
- Web Design: strategizing content, planning UI/UX, creating design mockups/prototypes, and writing front-end code

CURRENT EMPLOYMENT

University of Maryland Faculty Physicians, Inc., Baltimore, MD
Visual, Communications, and E-Learning Designer, Aug 2009–Current

- Designed an attractive and engaging identity system for the training department and incorporated it into supporting materials, including print documentation, PowerPoint slides, certificates of course completion, and e-learning templates
- Increased learner retention via the collaborative creation of several interactive software e-learning courses, which included the command of elements such as screen shots/images, text and closed captioning, voice over audio, timed animation and effects, quizzes, and other interactions
- Used the University Brand Style Guide to write and design digital signs that increased awareness of clinical services (new doctors, upcoming programs, etc) in patient areas such as building lobbies and doctor's offices
- Managed content for department's intranet site; wrote, edited and published news items to update staff on current events; maintained all documentation, forms, brochures, policies, contacts, and all other department information

CURRENT VOLUNTEER WORK

AIGA BALTIMORE, Baltimore, MD
Social Media Chair, Apr 2013–Current

- Increased organizational awareness and engagement within communities through strategic content design, helping to increase conversion
- Contributed to communications efforts, such as email and blog writing, and digital image design geared towards growing our chapter
- Efforts Recognized: AIGA Baltimore was named one of the Best Local Art Enthusiasts In Baltimore To Follow On Twitter by a local media affiliate

PAST EMPLOYMENT

Institute for Operations Research and the Management Sciences, Hanover, MD
Composition Generalist & Publications Assistant, Feb 2007–Jul 2009

- Collaborated with key publishing staff on the development of a new web-based article and issue tracking system, PubTrax, and helped train staff on its use
- Streamlined and accelerated the publication department's workflow in order to publish single articles online in advance of their print publication
- Compiled and prepared pre-press files for journals issues and sent files to the printer and online publishing houses
- Managed all duties (including typesetting, copyediting, processing author proofs, and publishing) for an online open-access journal, *INFORMS Transactions on Education*

EDUCATION

University of Baltimore
Baltimore, Maryland
MA, Publication Design, May 2012

West Virginia Wesleyan College
Buckhannon, West Virginia
BA, English Composition, May 2004

EEI Communications Training
Maryland and Virginia locations
Writing courses: 2007–2009

SOFTWARE & TECH SKILLS

Adobe CS (3, 4, 5.5):

- InDesign
- Illustrator
- Photoshop
- Audition/Soundbooth
- Flash
- Acrobat Standard/X Pro

Adobe Captivate
Balsamiq Mockups
960 Grid Framework
HTML/CSS, basics of responsive code
JavaScript implementation
PHP/Wordpress CMS implementation
Mac OS X & Windows XP/7 platforms
Microsoft Office (2000-2010)

Social Media Sites:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Flickr
- Tumblr
- Pinterest

PROFESSIONAL ASSOCIATIONS

- *AIGA Baltimore, Social Media Chair, joined board in March 2013*
- *BmoreCreatives, joined November 2010*