

Kate O'Leary

Design - Digital - Print - Art Production

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Profile

I am an experienced and creative designer who partners to create wonderful experiences for humans.

I excel working collaboratively with clients and managing concurrent complex programs on-time and on-budget across industries including: marketing, financial, education, entertainment and manufacturing.

Skills: brand, graphic design, print, digital, illustration, animation and interactive media, digital production, content management

Education

Columbus College of Art and Design

Bachelor of Fine Arts, Illustration Major

Experience

Freelance Designer

Park Chirp / Jan 2022 - present

- I am providing Graphic Design support to the marketing team with their print communications.

Kingspan Light & Air / Fall 2020 - present

- Redesigning sell sheets across multiple product lines and adhering to strict brand guidelines.

Freelance Digital Designer

Upshot Agency / Spring 2021

- Design and production of digital banners for Johnson and Johnson.

Freelance Art Director

Commercial Law League of America / 2012-2014

- Worked with the client to establish the design and template of the Commercial Law World magazine within brand guidelines.
- Handled production from pagination, design, artwork selection, illustration, and pre-press.

Freelance Marketing Designer

Adler Planetarium Marketing Department / 2010-2014

- Worked with the Advertising and Promotions Manager to translate the advertising design for new and existing exhibits across print and web for internal and external promotion.
- Resized advertising artwork to work with the print guidelines of 10+ publications monthly.
- Prepared artwork for web ads and animated ads for online use.
- Collaborated with outside vendors on outdoor promotions such as billboards and CTA train and bus wraps.

Graphic Designer

UpShot Agency / September 2007-May 2009

- Meticulously followed Miller corporate brand guidelines to enable brand consistency across campaigns and marketing programs.
- Prepared files for pre-press on large sale campaigns used for multiple points of sale and point of purchase deliverables across national retail locations.

Art Director

Imagination Publishing / June 2004-October 2006

- Worked on four magazines simultaneously from initial page layout through design to pre-press.
- Sourced photographers, managed all contracts and release forms, coordinated timelines, and directed photoshoots.
- Managed color correction with an outside vendor on all photos.
- Incorporated regularly scheduled client feedback until pre-press with a short turnaround time.
 - Clients: UPS, Wells Fargo Business Banking Group, Ty Beanie Babies

Technical Skills

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Story boarding
- Vector Animation
- Hand Drawn Animation
- Illustration
- Google Web Designer
- Working knowledge of HTML and CSS