

# KATHERINE McDOUGALL

GRAPHIC DESIGN • MARKETING

KathArtDesign@gmail.com

979.575.9357

katherinemcdougall.design

## EXPERTISE

- Photoshop, InDesign, Illustrator
- Print Design, Digital Design
- Digital Illustration
- Illustration, sketching, painting
- Microsoft Office Suite
- Web Design-Wix, Squarespace
- Google Workspace Suite
- HubSpot Certified
- Social Media Fluent
- Photography and Retouching

## EDUCATION

### University of Texas at Austin

August 2015 - May 2019

3.9 GPA

B.S. in Advertising

Minor in Business

### Texas Creative Sequence

Jan 2017 - May 2019

Graduated from the application-based creative advertising portfolio program focused on creative messaging in mock ad campaigns.

## WORK EXPERIENCE

### GRAPHIC DESIGNER

*Freelance / April 2020 - Present*

#### **Black Mamba Rod Lift - Oil Rig Rod Guides**

10 full-spread designs for printed product catalog

#### **Texas Clean - Hand Sanitizer Supplier**

Logo concept and creation, label and packaging designs

#### **The American Hail Company - Auto Repair**

Rebranded website design on the Wix platform

#### **Oak Grove Farms - Local Organic Farm**

Designs for market booth banners and product labels

#### **Withington Wellness - Yogi Community Center**

Logo creation, website header, and business card design

#### **Logo Design - EZ Bud, Sri Studio, The Point, Baby Cakes**

Collaborative concepting, design iterations, and file formatting

### BRAND STRATEGIST

*Capsa Ventures / January 2019 - July 2022*

#### **Capsa Homes - Residential Home Builder**

Market comp research; Presentation templates for senior-level investor pitches; Interactive page layouts for contracts

#### **Canvas Properties - Real Estate Brokerage**

Print collateral design for realtor yard signs, postcards, and flyers; Redesign and move website platform; Digital design for social media posts and email flyers

#### **Assurance Roofing - Roof Installation and Repair**

Logo redesign; Print design for yard signs, flyers, vinyl truck wraps, and shirts; Redesign and move website platform

#### **Developments - Fouth&, Rodadora, Pecan Knoll**

Develop logos, brand books, and campaign plans for new developments; build and maintain websites, design ads and campaign content aligned with messaging