

Kathy Ramirez

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Relevant Experience

Associate Graphic Designer

Mar. 2019 - Mar. 2020

Freelance Jr. Designer

Feb 2017 - Mar. 2019

Fuze Branding | Los Angeles, Ca (remote)

- Designed custom Showit websites, optimized for desktop/mobile devices with an emphasis on strategic build
- Increased brand awareness by designing client stationery and social media assets
- Created additional client projects as needed, primarily dealing with layout design and packaging
- Acted as Team Lead in creating design/visual content for blog posts in the "Resource Vault" section of the website

Creative Assistant

Sept. 2017 - Dec. 2017

The Giving Keys | Los Angeles, CA

- Composed packaging designs for "The Statement Pin", resulting in additional value added to its original price point
- Streamlined line sheets which included information on all new product launches to pitch to wholesalers
- Styled, shot, and edited flat lays for website design, email campaigns, and social channel marketing
- Executed email designs for Wholesale & Direct channels with quick turnarounds on average of 5 days prior to sending

Graphic Design and Marketing Contractor

Oct. 2013 - Mar. 2019

Great American Custom Insurance Services | Los Angeles, CA

- Designed company materials such as PowerPoints and employee gifts in accordance with company brand guidelines
- Enhanced the company website by utilizing Web 2.0 features to optimize the user experience and the design aesthetic
- Executed custom design projects for the company president and high-level executives

Graphic Design Intern

May 2016 - Dec. 2016

LA Fashion Week | Los Angeles, CA

- Collaborated with Social Media Coordinator to create a cohesive seasonal campaign, contributing to the 600+ million social impressions generated during SS'17
- Produced SS'17 materials: sponsorship decks, invitations, show guides, and website content to reflect company image
- Redesigned the LAFW logo & brand visual identity guideline to reflect a luxury, high-end aesthetic look

Skills & Proficiencies

Technical Skills: Adobe Creative Suite (InDesign, Illustrator, Lightroom, Photoshop, Premiere Pro), InVision, UI/UX Practices, Website Design (SharePoint, Showit, Squarespace, WordPress)

Marketing & Design Skills: Layout, Print, and Packaging Design, Color Theory, Digital Marketing Strategies, Digital Photography, Image Curation, Photo Retouching, Project Management (Asana), SEO Strategies, Typography

Languages: Spanish(Fluent) | Mandarin Chinese (Learning)

Education

B.A - Studio Art, Emphasis in Graphic Design | Minor: Marketing

Graduated: Aug. 2015

California State University, Long Beach | Long Beach, CA

Associations: Alpha Kappa Psi Professional Business Organization | Graphic Designer

My Website Projects

Below are the website designs I've contributed to as a designer during my time at Fuze Branding. All were designed for Fuze Branding Clients overseen by the Creative Director.

Shopify (Design Only)

<https://skinutritious.com/>

Showit (Design and Build)

<https://themendery.com/>

<https://officialchloelukasiak.com/> (Chloe from the Lifetime show Dance Moms)

<https://lendscout-asmc.com/>

WordPress (Design Only)

<https://www.integritygp.com/>

Fuze Branding Company Naming Workbook | Salespage (Design and Build on Unbounce)

<https://shop.fuzebranding.com/experts-guide-company-naming/>