

Kate Desiderio

GRAPHIC DESIGNER • PORTLAND, OR

katedesiderio.com

ABOUT ME

Hey! I'm Kate. Rather than using this space to tell you about what I do, here are 3 important things to know about me:

1. Creativity has always come naturally. I found a love for art when I was 5 years old, and learned how to grow that passion into a career.
2. I take immense pride in my own craft. Every design that I make is with incredible intention, since I know little details can make all the difference.
3. I've always loved to learn, and design is where I draw the most inspiration from. I love pushing what I'm capable of, seeing myself improve, and challenging myself even more.

DESIGN + MANAGEMENT SKILLS

- Delivers strong typography skills, innovative layouts, and original illustrations
- Expert knowledge of fonts and typography
- Crafting brand identity and aesthetic across multiple verticals
- Strong commitment to timelines and accuracy, with exceptional attention to detail
- Extensive experience in the intricacies of print production
- Team work mentality, with excellent communication skills utilized cross-functionally between other departments
- Experience with web design, including wireframing and user interface design

TECHNICAL SKILLS

- Expert in Adobe Illustrator, Photoshop, InDesign, XD, and Figma with 7+ years of experience
- Working knowledge of marketing funnel and dynamics of e-commerce platforms
- Good understanding of Facebook, Instagram and Twitter media platforms

EDUCATION

Kutztown University / Class of 2017
BFA in Graphic Design and Illustration

FULL-TIME EXPERIENCE

THE KNOT WORLDWIDE

Designer I • March 2022 - Present

- Create original wedding stationery designs. This includes trend research, hand-drawn illustrations, beautiful layouts, and multiple rounds of revisions with fine-tuning.
- Conduct competitor research and trend analysis to increase industry knowledge and improve quality of designs.
- Work cross functionally between marketing, design, and production teams to solve problems and improve workflows.

Junior Stationery Designer • Feb 2021 - Feb 2022

- Created complete wedding stationery suites, ensuring brand consistency across all 18 products.
- Made up to 8 color variations for each suite, using trend research, knowledge of color theory, and past user orders.
- Learned how to deliver perfect quality and organized design files.

DESTINATION LIGHTING

Full-Time Print and Web Designer • March 2018 - Dec 2019

- Built and designed the Amazon Storefront page for their brand.
- Created a variety of print and digital assets including: brochures, catalogs, web banners, advertisements, and logos.

FREELANCE EXPERIENCE

MUSTHAVEMENUS

Freelance Graphic Designer • Feb 2020 - Aug 2023

- Created 20-25 menu templates per month to be used by restaurants through the MHM website for over 400K customers.
- Consistently featured on the MustHaveMenus website as best in class designs each month.

PORTLAND TRAIL BLAZERS

Freelance Artist and Designer • Oct 2022

- Collaborated with the Creative Strategist and Art Director to design 3 large wall murals inside the team's home stadium.
- Created a custom design for a special basketball to be given to all season ticket holders, made with my original artwork.

BLUEDGE USA LLC

Freelance Website Designer • Aug 2020 - Nov 2020

- Created and designed an e-commerce website using Adobe XD, including: brand guidelines, responsive pages, and over 40 pages of layouts within the site.