



katharinemoyer.com

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EDUCATION

Bachelor of Fine Arts - December 2014
Kutztown University - Kutztown, PA
Major - Communication Design
Concentration - Interactive, Advertising

SKILLS

MacOS Monterey, iOS 15, Windows 11, Microsoft 365
Adobe Photoshop, Illustrator, InDesign, Premiere, Dreamweaver,
Flash, Lightroom, AfterEffects, Microsoft 365, HTML, CSS, jQuery
Nikon Digital Cameras, RAW Editing, Canva, HP Latex Printers

ADVERTISING EXPERIENCE

Graphic Designer

September 2019 - Present

Lakefield Veterinary Group - Kent, WA

Designed advertisements, print collateral and style guides for national campaigns, in addition to being responsible for rebranding and collaborating with printers to produce custom print materials & promotional items for over 65 veterinary hospitals

Graphic Designer/Production Artist

April 2019 - September 2019

FASTSIGNS - Kent, WA

Designed, produced, and die-cut custom indoor and outdoor vinyl signage in a fast paced environment

Graphic/Interactive Designer

March 2016 - August 2018

Clover Hill Vineyards & Winery - Breinigsville, PA

Project manager for all design related content including responsibility for designing a wide range of promotional material and marketing elements for website, social media and print signage

Graphic Designer

April 2015 - March 2016

The Windsor Press, Inc - Hamburg, PA

Created a variety of custom and commercial designs while working directly with the customer

INTERACTIVE EXPERIENCE

Freelance Interactive Designer

May 2014 - May 2015

Harbortouch - Allentown, PA

Designed websites and User Interface kits for a range of clients

PHOTO EXPERIENCE

Food Photographer

May 2012 - February 2014

Pretzel Revolution - Kutztown, PA

Gained excellent feedback skills through setting up photoshoots for chosen food items for website, print, menu, and a food truck

INTERESTS

Avid Hiker, DSLR/Cellular Photographer, Volunteer Dog Sitter,
Bird Nerd, Gamer, Proud Plant Parent