



catherine smith

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SOFTWARE

ADOBE CREATIVE SUITE

Illustrator
InDesign
Photoshop
Acrobat

MICROSOFT OFFICE

Word
Outlook
PowerPoint
Excel

SKILLS

ILLUSTRATION

TYPOGRAPHY

PRINT PRODUCTION

COLOR SENSE

BRANDING

LAYOUT

PEN TOOL

PROOFREADING

ATTENTION TO DETAIL

EXPERIENCE

GRAPHIC DESIGNER

Johnson Brothers | St. Paul, MN | 2016 - Present

Conceptualized, designed and produced signs, posters, menus and other in-store advertising for a leading wine, spirits and beer distributor. Collaborated with sales reps at various branches to develop eye-catching promotional materials that showcased our products. Created and proofread all projects while maintaining efficient time management. Adhered to strict brand standards of national liquor and beer brands. Prepared files for print on large and small format machines as well as trimmed menus and signs. Oversaw the production process to ensure both quality and accuracy.

GRAPHIC DESIGN INTERN

Canterbury Park | Shakopee, MN | 2014 - 2016

Responsible for the live racing programs during the racing season which consisted of laying out pages in InDesign, working with text and images, and meeting tight deadlines. Created new looks for events and refreshed old designs. Developed advertisements for print and digital media such as posters, flyers, social media ads, outdoor signs and racing program ads.

EDUCATION

UNIVERSITY OF MINNESOTA, DULUTH

Bachelor of Fine Arts | Duluth, MN | 2014