

# Katherine Polanski

## Graphic Designer & Marketing Specialist

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## Education

**DePaul University** • Bachelor of Fine Art  
JUN 2022

Major: Graphic Design

Minor: User Experience Design

## Professional Development

**Figma UI/UX Design Essentials - (Udemy)**  
In Progress

Developed Figma Prototyping skills including Animation, Layout and Composition, Accessibility, Time Management and Organization

**Web Development Bootcamp - (Udemy)**  
In Progress

I have developed HTML 5 and CSS 3 skills from basics to intermediate levels, empowering me to craft engaging front-end solutions. Actively delving into JavaScript fundamentals, enhancing my proficiency and staying ahead in the ever-evolving realm of web development.

## Skills

### DESIGN

Marketing & Branding • Design Thinking • Time Management • UX/UI • Communication Design Identity Systems • Illustration • Motion Graphics Digital & Print Marketing • Problem Solving

### SOFTWARE

Adobe CC (XD, Photoshop, Illustrator, Indesign, After Effects) • Microsoft Office (Powerpoint, Word, Excel) Axure • Sketch • Figma • HTML5 • CSS • Miro

## Professional Work Experience

### Four Seasons Heating, Cooling, Plumbing & Electric

#### Marketing & Advertising Specialist

MAR 2024 - PRESENT

- Managed an \$11 million marketing budget, ensuring accurate financial tracking and reporting of invoices.
- Strategized and designed dynamic marketing campaigns, crafting digital and print advertising pieces including print ads, sales leave behinds, email marketing, and web banners.

#### Junior Graphic Designer

JUN 2023 - MAR 2024

- Established unified in-house brand guidelines for the main company and three acquisitions. Developed internal resources to standardize design materials across all entities.
- Managed 10 social media accounts across two companies, accruing over 15,000 followers. Developed monthly content strategies and designs to drive engagement and enhance brand presence.

### Bio-One and Raleigh Hoarding Freelance Graphic Designer

OCT 2022 - JUN 2023

- Develop visual concepts, coordinate images with clients, and create visual assets to be used in marketing campaigns, & printed marketing materials

### DePaul University Brand Designer

JAN 2022 - JUN 2022

- Curated and developed brand identity for senior capstone exhibition with design team. Brand identity consisted of poster, signage and social media.
- Researched potential revenues for the exhibition and communicated details to team members to coordinate event and helped with setup for exhibition.