

Kate Kruzick

GRAPHIC DESIGNER



@WDOGADOG



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AWARDS

Featured artist in the Ingenuity Opportunity at the Mary Cosgrove Dolphin Gallery at Worcester State University

Awarded Shirley Thompson Scholarship
(Awarded by Visual Arts)

Awarded Honorable Mention at Arts Worcester College Show 2020

Awarded Departmental Award for Graphic Design 2020

SKILLS

PROFICIENCY IN:

- Graphic Design
- Web Design
- Photography
- Illustration
- Typography
- Marketing
- Video Editing
- Motion Graphics
- Adobe Suite

EDUCATION

Assumption College, Worcester MA, 01609
May 2020 Overall GPA 3.3/4.0 Major GPA 3.7/4.0

- Bachelor of Arts, Major: Graphic Design
- Minors: Marketing and Studio Art

COURSEWORK

Graphic Design III: Advanced Strategies: Explored the use of typographic symbols as a crucial element to design. Worked on a series of projects that emphasized visual expression, composition, and problem solving

Consumer Marketing Behavior: Learned an in-depth examination of the processes involved when individuals or groups select, purchase, use, and dispose of products, services, and ideas to satisfy their needs and wants while understanding consumer behavior from the complex perspectives of environmental, individual, and psychological influences

Graphic Design for the Web: Learned how to apply design elements such as color, typography, layout, the grid and hierarchical design to the technological aspect of web design, while also learning the latest web languages such as HTML 5, CSS, and JavaScript, develop concepts for web sites

WORK EXPERIENCE

The National Museum of Mental Health Project, Worcester MA, 01609

Graphic/Web Design Volunteer
March 2019 - Present

- Help develop the branding content including logos, animations, and a website for the start up non-profit organization, The National Museum of Mental Health Project (nmmhproject.org)
- Contribute feedback and help develop further ideas such as social media campaigns to reach others to continue to break down stigmas of mental health
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Art in the Park, Worcester MA, 01609

Freelance Graphic/Web Design
August 2019 - Present

- I update the site for each upcoming Biennial Event, Art in the Park, Worcester (artintheparkworchesterma.org)
- I input photos, links and text for exhibit pieces so viewers will be able to interact online and learn more about the event, sculptures, artists and park

Manchester CPR Programs, Manchester CT, 06040

Freelance Graphic/Web Design
August 2019 - April 2020

- Developed new logo for the existing business, Manchester CPR programs which guides and teaches CPR classes
- Created new website using wix.com to better organize and give customers a more interactive and visual site to book classes (manchestercpr.org)
- Using the new logo, re-created business card, handout and name tags for long term volunteers

Reverb Digital/Gateway Financial Partners, Glastonbury CT, 06040

Graphic Design Intern
June 2019 - August 2019

- Created designs and social media posts using the Adobe Creative Suite
- Assisted in Marketing pitches and tactics to help gain new clients and financial advisors
- Helped film and edit client videos that are going to be used to help financial advisors gain new clients and share information about their business

The Hanover Theatre and Conservatory Worcester MA, 01605

Graphic Design Intern
January 2019 - May 2019

- Created a suite of promotions for incoming Broadway shows, concerts and performances including: posters, rack cards, print ads, flyers, digital ads and web-based promotions using templates in Adobe InDesign
- Worked closely with the Marketing team to promote upcoming performances, provide support, and keep projects running smoothly