



Kate Johansen

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Boston, Massachusetts

A dynamic Designer & Project Manager with a strong results-oriented approach, combining creative and managerial expertise to produce impactful work. Dedicated to detail, fostering collaboration, and promoting diversity and inclusion to elevate creativity and teamwork.

EXPERIENCE

- Graphics Lead - VDA Experiential Marketing & Event Design Agency** **JAN 2023 - CURRENT**
- Graphics Manager for pre-production and onsite; hires and leads teams of freelancers
 - Communicates directly with clients, engaging in collaborative decision-making conversations to achieve the best outcomes and meet tight deadlines
 - Creates branded content utilizing brand packets and working directly with in-house creative teams
 - Renders visuals of the event space for use in Sales Decks, Client Information, and Production Visuals
 - Manages sizing, placement, and assembly for up to 3000 individual graphics across all areas of events
 - Proofs all graphics to ensure the correct size and formatting for production
- Digital Inclusion Coordinator, Catholic Charities of Santa Fe - Jesuit Volunteer Corps** **AUG 2021 - JUL 2022**
- Built processes and documented and measured the success of a newly created position
 - Defined objectives of Equity and Access, Accessibility and created workflow to meet community needs
 - Coordinated the donation and refurbishment of 150 devices with community partners and volunteers
 - Created and taught digital literacy classes to refugees, seniors, children, and the newly homed
 - Supported outreach leading to \$15,000 in direct program donations
 - Created a summer program for refugee children and adults, teaching coding, school skills, tech-assisted learning and self-advocacy
- Technical Director - The Penn State Thespian Society** **JAN 2021 - MAY 2021**
- Chosen by the Executive Board to lead a group of 60 students from concept to final film, adhering to COVID-19 protocols and resolving scheduling and quarantine issues in real-time
 - Instrumental in the execution of the Thespian Society's first streamed main-stage production
- Brand Designer - Penn State Digital Media Group** **AUG 2019 - DEC 2019**
- Redefined the visual identity, while adhering to university brand standards, leading design discussions and ultimately creating a visual outline still utilized by current members
- Secretary, Merchandise, Web Chair - Penn State Club Triathlon** **JAN 2018 - MAY 2021**
- Elected Secretary: Led team events, fundraising, and supported the Executive Board.
 - Elected Merchandise Chair: Managed budget, apparel orders, and uniform partnerships.
 - Selected for Web Chair: Handled digital engagement with alumni, sponsors, and prospects.
- Owner - Kate Can Quilt** **MAY 2018 - PRESENT**
- Founded a T-shirt quilting business as a self-directed summer source of income
 - Created brand graphics, digital presence, marketing plan, pricing model, and ecosystem of supporting vendors, and built demand through network-effect of satisfied customers
 - High net promoter score leading to exceptional customer loyalty and referrals leading to a 50% increase in clients year over year
 - Led discussions with customers to achieve design objectives and create one-of-a-kind heirlooms

EDUCATION

- Penn State University, University Park - Interdisciplinary Digital Studio**
- Bachelor of Design with Minors in Digital Media Trends & Analytics and Photography
 - Focus on design from ideation through production, user experience, and marketing content creation

SKILLS

Adobe Illustrator, Photoshop, InDesign, Premier, XD, After Effects, Figma, Outlook, Excel, Google Suite, Google Ads, SEO tactics, 3D Rendering and Modeling, Basic HTML, Leadership, Team Management, Client Communication, Problem Solving, Crisis Management, Technology Integration