



# KATRINA SKOVAN

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## Experience

### Senior Graphic Designer at Criteo

May 2014–Present

(Role began at HookLogic, acquired by Criteo in Nov. 2016)

Lead Brand Solutions team and support corporate marketing design, including B2B and board presentations, infographics, whitepapers, brochures, event materials and signage, social media images, and web assets. Designed a new company website alongside Boston-based Tank agency, resulting in a 13% increase in conversion rate from the old website. Named 2015 employee of the year.

### Freelance Graphic Designer

Jan 2008–Present

Print and digital projects involving presentations, branding and logos, UI/UX design, and event materials in the tech, education, health, real estate, and finance industries.

### Graphic Designer at Better Mortgage

April 2013–Nov 2013

Branding and marketing materials for financial services company specializing in technology, real estate, and education. Acted as liaison between with vendors. Projects included websites, stationery, one-sheets, and presentations.

### Digital Marketing Associate at MediaNosh

Aug 2012–Jan 2013

Raised web brand visibility of author and film writer by 9 times the industry average on a 3-person team. Updated social media networks and webpage for up-and-coming author, including creating teaser images, writing copy, and HTML formatting. Created analytics reports to adjust future behavior.

### Graphic Designer & Editor at Gannett: Press & Sun Bulletin

May 2011–May 2012

The local news section lead designer position required deadline-oriented page design alongside content and copy editing using Associated Press style, website updates, and organization of wire news content. Creating ads, teasers to web-only content and strategy guides for newsroom-wide use were among long-term projects.

### Marketing Director at Rainbow Pride Union

Jan 2008–Dec 2011

Promoted from Director of Public Relations and Executive Board Member. Oversaw all advertising and branding for community organization's weekly meetings and the 2011 Northeast LGBT Conference. Facilitated weekly discussions on LGBT issues and acted as contact to vendors.

## Education

### Master of Science in Communications Design earned from Pratt Institute

Aug 2012–Present

Graduated with honors. Selected among about 100 students for Pratt Show gallery opening 2014 & 2015, finalist among 8 students for 2014 Metropolitan Waterfront Alliance design contest.

### Bachelor of Arts earned from Binghamton University

Jan 2008–Dec 2011

Graduated with honors. Majored in graphic design and English rhetoric; minored in film. Selected by Prospect Magazine as 25<sup>th</sup> most influential student on campus of 15,000.

## Software

Adobe InDesign, Photoshop, Illustrator, Premiere, Sketch, and Muse; Microsoft Word, Powerpoint, and Excel; Flinto, Omnigraffle, Final Cut Pro, iMovie, Quark, Soundtrack, Audacity, Vegas, basic HTML and CSS.

## Past clients

