



KATRINA SKOVAN

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ABOUT

Graphic Design & Art Direction Consultant with 10 years of experience specializing in branding, web/UI, print, & presentations.

Past industries: AdTech, FinTech, Health & Beauty, Food & Drink, EdTech, Real Estate, & Journalism.

EXPERIENCE

criteo Senior Graphic Designer
May 2014 - Present

Currently consulting on events and presentations. Formerly led native advertising team of up to 4 freelance designers and developers. Projects included presentations, event materials, UI/UX, landing pages, reports, data visualization, and basic video/animation.

Designed new company website, resulting in a 13% increase in conversion rate from the old site.

Employee of the Year
2015

Featured by HubSpot
for landing page design

abetter Lead Marketing Designer
April 2013 - Nov 2013

Led branding and creation of marketing materials for B2B/B2C FinTech startup in the technology, education, and real estate spaces. Projects included websites, UI/UX, one-sheets, and presentations. Negotiated with vendors.

MediaNosh Digital Marketing Manager
Aug 2012 - Jan 2013

Raised web brand visibility of author and film writer by 9 times the industry average on a 3-person team. Curated content and images for social and email. Created analytics reports.

WEBER SHANDWICK Graphic Design Consultant
April 2014 - Nov 2016

Art directed & produced event materials and presentations for clients in the health & beauty and food sectors. Accounts included Hellmann's, Unilever, and Roche. Deliverables included signage, data visualization, print, reports, and branding elements for motion graphics.

USATODAY NETWORK News Designer & Editor
May 2011 - May 2012

Led news section print & web design for 3 upstate New York newspapers. Edited content using Associated Press style, website updates, and organization of wire news content. Created ads, teasers to web-only content and strategy guides.

Won social media contest for most engaging Twitter account

PAST CLIENTS & PARTNERS

I am currently consulting full-time and have consulted on a project basis since my career began in 2008.



I CREATE...

Branding & logos	Websites	Event branding & signage
Data visualization	UI/UX	Reports & one-sheets
Presentations	Social media content	Basic video & animation

EDUCATION & AWARDS

Pratt Masters in Digital Communications Design

BINGHAMTON UNIVERSITY Bachelors in Graphic Design, English, & Video

Adobe Featured while in college on website & social media for tutorial on editorial layout