



CMYKATE DESIGNS

transforming ideas into beautiful designs

EXPERIENCE & MISSION:

Current Position

Freelance Graphic Designer, Owner of CMYKate Designs 1993 - Current

I started my freelance design business 29 years ago while also working for other companies and building experience and skills. For the past 25 years, I have been working solely as a freelance designer. My clients have varied from small to large, local to global, start-up to established business. I have also been hired to work with creative agencies as additional design support with their clients. I strive to provide quality design for all types of projects that require an effective balance of creative talent and technical skill. I handle projects from start to completion, or enjoy jumping in with a team to handle one aspect of a large project. I have my own laptop, software and creative assests, and am flexible to work from home or on-site. I pride myself on loyalty, honesty, and having fun. Whatever the project, my goal is to complete it on time and within budget.

Past Agency Positions:

BBFM 10/96 to 7/98

Lead Graphic Designer of a 5-person design team for a dynamic marketing firm, specializing in identity, marketing collateral, direct marketing, advertising, events, tradeshow and web.

Hansen Design Company 1/96 to 10/96

Graphic Designer for an established Seattle design firm, specializing in identity, corporate collateral, self promotion, high-end print materials, and some web graphics.

The Hacker Group, Ltd. 8/93 to 8/95

Graphic Designer and production artist on a creative team producing direct marketing packages, brochures, logos and corporate identity for national and nonprofit clients.

EDUCATION

Savannah College of Art and Design, Savannah, GA
Graduated 1993 - BA in Graphic Design, Minor in Art History

Continuing Education classes through Adobe and the School of Visual Concepts.

TRAINING, TECHNICAL KNOWLEDGE & EXPERTISE

Trained formally as a print designer, a lot of my projects have digital elements, and are designed for the web. I am all Apple and I generally do all of my design work in Adobe Creative Suite as well as using many MS Office programs.

Software Programs

- › Adobe Creative Suite:
InDesign, Illustrator, Photoshop and Acrobat
- › Microsoft Office: Word, PowerPoint and Excel
- › Google: Docs and Slides
- › Web: WordPress, MailChimp, Constant Contact

Areas of Specialty

- › Graphic Concepting & Art Direction
- › Electronic Graphic Execution & Layout
- › Electronic Prepress and Production
- › Designing and Building Wordpress Websites
- › Print Management
- › Illustration & Photoshop Work
- › Marketing & Consulting for Print/Web

Design Expertise

- › Corporate Collateral (Stationery, Brochure, etc.)
- › Event & Tradeshow Design and Marketing,
- › Websites, Email Campaigns & Social Media
- › Marketing, Advertising & Direct Mail
- › Logo, Identity & Brand Development
- › Package Design, Book Design, Newsletters

KATE RAPPÉ *freelance graphic designer*

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