



# KATHERYNE E. POPP

GRAPHIC DESIGNER

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## SKILLS

### TECHNICAL PROFICIENCY

**Platforms:** Ability to work on both MAC and PC platforms

**Applications:** Proficient in Adobe

Creative Suite having worked extensively in InDesign, Illustrator, and Photoshop. Basic working knowledge in After Effects.

Also skilled in Microsoft Office Suite.

**Print:** Epson Stylus Pro 7880 and 9900 HP Latex 310

**Other:** Graphtec plotter Large format cold lamination systems

### GRAPHIC DESIGN

Layout of promotional suites branding & visual marketing strategy

#### Print

poster design  
flier design  
way-finding signage  
brochure design  
business card design

#### Digital Media

website graphics  
jumbotron stills  
TV Stills  
social media ads  
mobile app

#### Vector illustration

logo and identity design  
print and digital ad design  
packaging for offset printing

### PRODUCTION

exhibit graphic panels and labels  
promotional materials and inserts  
hand-cut graphics and standees  
large format printing  
cold lamination & plotter  
textile vinyl heat transfer  
vinyl decal installation

### PHOTOGRAPHY

for marketing and documentation  
photo retouching and editing

## EXPERIENCE

### GRAPHIC DESIGNER | PRESENT - 2015

*Selected Clientele:* University of Charleston, Elk River Get-A-Way, West Virginia Child Care Association, Laurel Hill Photography, Elucidation Life Coaching, Elk River Staytion,

### GRAPHIC DESIGNER & PHOTOGRAPHER | 2015 - 2013

The Clay Center for the Arts and Sciences of West Virginia Charleston, West Virginia

### GRAPHIC DESIGN ASSISTANT | 2013 - 2012

The Clay Center for the Arts and Sciences of West Virginia Charleston, West Virginia

### VISUAL ARTS MENTOR | 2012

Explore & Soar Outreach Program  
Clay Center for the Arts and Sciences  
Boone County, West Virginia

## EDUCATION

### WEST VIRGINIA STATE UNIVERSITY | INSTITUTE, WEST VIRGINIA

Bachelor of Art | 2011

## EDUCATION

### WMC: OFF THE GRID | LOUDONVILLE, OHIO

Workshop | 2018