



Kathryn Boor

Graphic Designer & Illustrator

Kathrynboor.com

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(937) 815-8244

Skills

- Visual Graphic Design
- Motion Design
- Illustration
- Character Designs
- Branding
- Marketing and Social Media
- Research
- Design Thinking
- Communications
- Event Planning and Coordination

Programs

- Adobe Creative Suite
- Adobe After Effects
- Microsoft, Outreach, and Google Suite
- Canva
- Figma
- Hootsuite
- Meta Business Suite
- Constant Contact
- Procreate/Procreate Dreams
- Digital Photography (basic photo editing, studio lighting/equipment)

Education

AUGUST 2018–MAY 2023

THE MODERN COLLEGE OF DESIGN,
Kettering, OH

Associate Degree of Applied Business in
Design (May 2020)

Bachelor's Degree in Design Leadership
(June 2022)

- Technical courses in traditional print/package design, web design, UI/UX, web development, photography, motion design, and illustration, as well as general education courses in English, math, art history, psychology, marketing, design thinking, and communications

Experience

AUGUST 2023–PRESENT

COMMUNICATIONS COORDINATOR AND GRAPHIC DESIGNER, The Northeast Coalition for the Homeless (NEOCH), Cleveland, OH

- Rebuilt entire website making overall navigation easier for user, driving up donations, and increasing newsletter subscribers
- Maintain NEOCH's social media platforms, e-newsletters, and print media to increase public awareness of NEOCH's mission nearly doubling engagement
- Independently raised over \$3,000 in Giving Tuesday campaign, double last year's amount
- Organize company's biggest fundraising event including print materials, marketing, communications to donors, event photography, and the agenda
- Manage as an Event Coordinator planning NEOCH's timeline, budget, staff roles, and communications around three major events

MAY 2020–AUGUST 2023

REMOTE GRAPHIC DESIGNER, The Entrepreneurs' Center, Dayton, OH

- Organize, coordinate and meet remote client consultations
- Work as a collaborative member of The Entrepreneurs' Centers design team
- Conceptualize and design assets for clients
- Coordinate with project managers on project specifications for each client's deliverables and oversee implementation plans
- Create brand guidelines for new entrepreneurs' brands

AUGUST 2021–APRIL 2022

RESEARCH DIRECTOR, National Student Advertising Competition Team
The Modern College of Design, Kettering, OH

- MetaQuest 2 Client 2022
- Guided, delegated, organized and led development of initial research for the team leading to the team winning second place in regionals
- Design plans book layout and content
- Led development of strategic marketing plan, persona research, budget, and media plan

JANUARY 2020–MAY 2020

MARKETING DIRECTOR, National Student Advertising Competition Team
The Modern College of Design, Kettering, OH

- Adobe Advertising Suite Client 2020
- Guided, delegated, organized and led development of marketing efforts for the team winning second place in regionals
- Conducted, filtered and oversaw primary and secondary research
- Led development of strategic marketing plan, campaign schedule, budget, and media plan