



# Kathryn Boor

Graphic Designer & Illustrator

Kathrynboor.com

Kathrynboor@gmail.com

(937) 815-8244

## Skills

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

## 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

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