

katherine KROLL

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hello@katherinek.design

online portfolio: katherinek.design

experience

Designer

Design Project Center, Ferris State University, Big Rapids MI
August 2021 to present

Develop brand systems and assets for organizations on campus including: brand marks, brand guidelines, social media marketing, branded event giveaways, and print materials. Conduct client meetings, presentations, and user research. Act as key communicator with client via email and phone calls.

Marketing and Videography Intern

Byrne Electrical Specialists, Rockford MI
May 2021 to August 2021

Assisted in building the brand image through promotional videos, campaigns, and advertisements.

Graphic Designer

Ferris State University Office of International Education, Big Rapids MI
October 2019 to May 2021

Created marketing materials for the international office on campus.

education

Ferris State University
Big Rapids MI
Bachelor of Science,
College of Business, Design
Minor in Spanish
3.87 GPA
Graduation: May, 2022

volunteer work

Spanish Tutor

Remote
September 2021 to December 2021

Grand Rapids Annual Food, Beer, and Wine Festival Server

Devos Place Convention Center
November 20, 2021

Muskegon River Trash Cleanup

Ferris State Honors Program
September 15, 2018

Spectrum Health Car Show Staffing

Spectrum Health Long Term Care Facility
July 2018, July 2019

organizations

AIGA, Professional Association of Design

Ferris State University
October 2018 to present
Community of design advocates and professionals.

Global Competency Collaboration Certificate Program

Ferris State University
January 2020 to present
Develop cultural competence and literacy.

cultural exposure

Grand Rapids Latin American Film Festival 2020

Diversity and Inclusion Summit 2019
at Ferris State University

Midwest UX 2019

LatinXpo 2019 at Ferris State University

Design Speaker Series Fall 2020
at Ferris State University

Otherworld Immersive Art Experience
Columbus, Ohio
Winter 2020

AMA Winning the Name Game
Discussion Spring 2021

skills

Proficient in Spanish
Cultural Competency

Certifications

Hubspot Social Media Marketing
Hubspot Email Marketing
Hubspot Growth Driven Design
Google Analytics Basics

Design

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Basic HTML
Basic CSS

Tools

Sketch
Figma
Wordpress
Mail Chimp
Miro
Slack
Trello
Harvest
Omniplan