



# when i snap my fingers, you will hire katie farmer

**Resumfolio**  
[rə'zoom'fōlēō] noun

a combination of a resume and portfolio, meant to give a quick, but in-depth look at the unique work history of a superstar graphic designer.

## skills

you are getting

very sleepyyyyy

### SOFTWARE

#### Adobe Creative Suite

Illustrator · InDesign · After Effects · Premiere Pro · Photoshop · Audition · Acrobat

#### Social Media

Facebook · Instagram · TikTok YouTube · LinkedIn · X

#### Microsoft Office

Word · PowerPoint · Excel · Teams

#### Other

Figma · Canva · Hootsuite

### PROFESSIONAL

#### Hard Skills

Motion Graphics · Logo Design · Photography  
Print Production · Web Design · Branding ·  
Languages (English and Spanish) · Typography

#### Soft Skills

Strong Communication (Written and Verbal) ·  
Problem-Solving · Organization  
Attention-to-Detail · Flexibility · Collaboration  
Time Management · Event Planning

## education

### M.A. Strategic Communication

August 2016 - May 2018

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Park Fellowship Recipient - Teaching Assistant

very, zeeerlyy  
sleepyyyyy

your eyes are heavy

# projects

the room is dark

(A small peek into my creative work)

## AGAPE APPAREL

Developed a BIG IDENTITY for a small brand.

Created: Highly adaptable logo, social media, business cards, t-shirt designs, website, photos, and more.

Full case study:  
[katriafarmer.com/portfolio](http://katriafarmer.com/portfolio)



## BLACK CREEK CBD

Helped a decades-old corporation pivot to a new industry and target demographic

Created: unique, colorful packaging, quirky social posts, a clean, modern website, and more.

Full case study:  
[katriafarmer.com/portfolio](http://katriafarmer.com/portfolio)



when i snap my fingers,

# experience

you will wake &

## Designer & Consultant

KF Marketing and Graphic Design

June 2018 - present

Establish local and corporate businesses as professional and trustworthy with clean and thoughtful branding.

## Proofreader

Hilton Hotels and Resorts

April 2019 - January 2020

Standardized style guide and usage and grammar guide to ensure error-free deliverables and design consistency amongst team members.

## Graphic Designer

Black Creek CBD

June 2020 - June 2023

Built a fun branding strategy around a younger demographic that brought follower count to 500.

## Adjunct Professor

Wilson Community College

November 2018 - August 2019

Developed fun, interactive lessons for diverse age groups with easy-to-follow presentations.

# hire katie farmer.

[KatriaFarmer.com/portfolio](http://KatriaFarmer.com/portfolio)

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