



K A T R I A F A R M E R

Turning complex concepts into clear visual solutions

CONTACT

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EDUCATION

UNC - CHAPEL HILL
M.A. STRATEGIC COMMUNICATION
Park Fellowship Recipient
AUGUST 2016 - MAY 2018

SKILLS

PROFESSIONAL

Motion Graphics • Logo Design • Photography
Print Production • Web Design • Branding
Strong Communication (Written and Verbal)
Typography • Problem-Solving • Organization
Attention-to-Detail • Flexibility • Creativity
Time Management • Event Planning

SOFTWARE SKILLS

Adobe Creative Suite
Adobe Illustrator • Adobe InDesign
Adobe After Effects • Adobe Premiere Pro
Adobe Photoshop • Adobe Audition
Adobe Acrobat • Figma

Social Media

Facebook • Instagram • TikTok
YouTube • LinkedIn • X

Microsoft Office

Word • PowerPoint • Excel • Teams

Other

Canva • Hootsuite

LANGUAGE

English • Spanish

WORK EXPERIENCE

KF MARKETING AND GRAPHIC DESIGN

Graphic Designer and Marketing Consultant
June 2018 - Present

Wilson Community College

Assisted 20+ small business owners in creating marketing materials and generating new strategies to grow their businesses. Made personalized suggestions by developing thorough situational analyses. Designed and helped clients to maintain marketing materials - from brochures and logos to websites and social pages.

Cups of Joy Coffee

Established a local coffee shop as a cornerstone of its community with a fresh logo design, colorful menus, and hand-illustrated social media photo props. Developed warm, small-town brand identity and marketing campaign, boosting the shop's visibility, and attracting hundreds of customers to the grand opening.

BLACK CREEK CBD

Graphic Designer and Marketing Consultant
June 2020 - June 2023

Helped a decades-old corporation pivot to a new industry and target demographic with unique, colorful packaging, quirky social posts, and a clean, modern website. Brought the business name up to #1 in search results and garnered 500 followers on social media. Seamlessly performed different roles as needed - graphic design, web design, trade show design and coordination, social media, marketing, sales, influencer management.

CREATIVE DRIVE

Graphic Designer and Proofreader
April 2019 - January 2020

Hilton

Brought standardization to style guide and usage and grammar guide to ensure error-free deliverables and design consistency amongst co-workers. Designed menus, releases, and more. Maintained brand integrity and precision while alternating between materials for the US and UK.