



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

## JACK OF ALL CREATIVE TRADES

Decatur, GA • [katriafarmer@yahoo.com](mailto:katriafarmer@yahoo.com) • [www.katriafarmer.com](http://www.katriafarmer.com)

### EDUCATION

---

#### **M.A. STRATEGIC COMMUNICATION**

AUGUST 2016 - MAY 2018

#### **UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**

Park Fellowship Recipient - Teaching Assistant

Recipient of the "You Crack Me Up" Award, presented in Laura Ruel's Usability and UX Design class

#### **B.A. COMMUNICATION STUDIES, SPANISH AND HONORS DOUBLE MINOR**

AUGUST 2012 - MAY 2016

#### **CAMPBELL UNIVERSITY**

GPA: 3.72

Communication Studies Honor Society Lambda Pi Eta

Hispanic Honor Society Sigma Delta Pi

Presented research at 3 conferences

### EXPERIENCE

---

#### **GRAPHIC DESIGNER**

JUNE 2018 - PRESENT

#### **KATRIA FARMER MARKETING AND GRAPHIC DESIGN**

Manage the changing needs of multiple clients, local and corporate

Set and meet several deadlines with quality work

Designed an array of digital and print materials for clients, from logos and brochures to office art and websites

Collaborate with printers to lay out varying materials such as children's books and street signs

Plan, design, and organize larger scale events such as trade shows and conferences

Edit and improve current marketing materials for content, clarity, and easier engagement

Photograph with design intent

Create videos and motion graphics for promotional use

#### **PROOFREADER**

APRIL 2019 -  
JANUARY 2020

#### **CREATIVE DRIVE**

Scrutinized files for grammar, usage, design consistency, and clarity before release to clients

Adhered to strict brand guidelines, and ensured precision for each client

Edited client materials to assure intentions are conveyed in the most positive light



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

## GRAPHIC DESIGN INTERN

JUNE 2017 -  
SEPTEMBER 2017

## DEPARTMENT OF PUBLIC HOUSING

Conducted and analyzed focus groups in order to redesign communication materials

Developed housing identity by updating the logo and creating a letterhead

Redesigned housing newsletter to increase readability

Developed style guide with tips on how to communicate with a multilingual audience

## GRAPHIC DESIGNER

NOVEMBER 2017 -  
DECEMBER 2017

## ACKLAND ART MUSEUM

Led a team to develop a series of 8 social media friendly motion graphics using Adobe After Effects (CC)

Developed narratives behind clips, and guided art direction of videos

Directed and recorded voice overs and additional sounds

## AT A GLANCE

---

### SPECIAL SKILLS

#### ADOBE CREATIVE SUITE



#### WEBSITE BUILDING



#### OPERATING SYSTEMS

