



**KATIE MILLER**

+1 217.504.7621

ktmillerdesign@gmail.com

ktmillerdesign.com

## WORK EXPERIENCE

### **Brand Director**

Freelance

Leeds, UK, Champaign, IL, & Dublin, OH

*June 2018-Present*

Advising clients on brand creation and development. Designing branding and corporate identities. Developing marketing strategies, through research and analysis, and marketing content. Conducting brand audits to determine the strength and value of brands.

### **Marketing Associate & Graphic Design Specialist**

University of Illinois | Technology Services

Marketing & Communications

Champaign, IL & Dublin, OH

*December 2019-Present*

Responsible for art direction. Designing and tailoring messaging for a variety of print and digital marketing materials. Collaborates on the development of strategic marketing campaigns that increase brand awareness with the goal of increasing the use of the services and products of Technology Services. Current work includes researching brand hierarchies and developing a flexible identity for Technology Services as a set of sub-brands to strengthen the overall brand value both internally and externally. In-house photography when needed.

### **Coordinator of Graphic Design**

University of Illinois | Strategic

Engagement for Advancement

Champaign, IL

*November 2018-December 2019*

Designing and tailoring messaging for print and digital publications, advertisements, emails and other supportive materials for the university's fundraising unit. Strategizing messaging and methods

around donor engagement. Preparing press-ready files and conducting proof and press-checks when necessary. In-house photography including portraits, detail shots, and studio shots when needed.

### **Senior Publications Coordinator**

UCLA | New Student & Transition Programs

Los Angeles, CA

*April 2015-August 2017*

Designing all print and electronic publications and marketing materials, including advertisements, recruitment and orientation materials, website content, bi-weekly newsletters and other supportive materials for orientation sessions and programs. Branding design for a variety of events and programs. Preparing press-ready files and conducting proof and press-checks. In-house photography.

### **Graphic Designer**

Freelance

Los Angeles, CA & Danville, IL

*May 2009-December 2016*

Designing various projects for marketing and branding needs. Delivering press-ready and packaged files to clients.

### **Photographer**

Freelance

Los Angeles, CA & Danville, IL

*January 2015-December 2016*

Photography work based on client requests, delivering high-resolution, edited and layered PSD files.

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### WORK EXPERIENCE *continued*

#### Senior Publications Coordinator

UCLA | Housing & Hospitality Services  
Marketing & Communications  
Los Angeles, CA  
*February 2016-June 2016*

Designing print and digital marketing materials for various brands under the Housing & Hospitality Services department at UCLA (clients range from conference centers to restaurants). Meeting with clients to discuss objectives and progress on projects. Preparing press-ready files, and conducting proof and press-checks when necessary. Back-up in-house photography.

#### Graphic Design Supervisor

Watchfire Signs, Marketing  
Danville, IL  
*June 2014-January 2015*

Manage and design print projects for Marketing and other internal departments, retrieve print quotes from vendors, prepare press-ready files, proof approval, press checks and quality-check final products.

Direct, prioritize and balance work loads for lead designer and junior designer. Review and evaluate work performance, approve time off and payroll.

In-house photography (from product shots and jobsites to internal events), coordinate photo shoots and manage a photo library.

#### Senior Graphic Designer

Watchfire Signs, Marketing &  
Creative Services  
Danville, IL  
*January 2013-June 2014*

Lead designer for all marketing and internal print projects, retrieve print quotes from vendors, prepare press-ready files,

proof approval, press checks and quality-check final products.

In-house photography (from product shots and jobsites to internal events), coordinate photo shoots and manage photo library.

#### Graphic Designer

Watchfire Signs, Marketing &  
Creative Services  
Danville, IL  
*October 2009-December 2012*

Designing marketing materials such as catalogs, brochures, sales sheets, manuals, illustrations, logos, etc. Preparing press-ready files, and project proofing.

In-house photography (from product shots and jobsites to internal events), coordinate photo shoots and manage photo library.

#### Graphic Design Intern

Illinois State University  
Dean of Students Office,  
Marketing & Communications  
Normal, IL  
*August 2008-May 2009*

Designing various Marketing materials for the Dean of Students Office, Bone Student Center and registered Student Organizations. Materials include: posters, flyers, handout cards, banners, signage, newsletters, and advertisements. Preparing press-ready files and project proofing. In-house photography.



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## EDUCATION

### University of Leeds

Leeds LS2 9JT, UK  
Fall 2017-Summer 2018  
M.A. in Design (Specialism: Branding)  
Distinction

### Illinois State University

Normal, IL 61790  
Fall 2005-Spring 2009  
B.A. in both Graphic Design and  
Photography  
Dean's List Spring 2009

### Danville Area Community College

Danville, IL 61832  
Fall 2004-Spring 2005  
Dean's List Fall 2004  
Dean's List Spring 2005

## AREAS OF CAPABILITY

### Extremely proficient knowledge in:

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Lightroom  
Adobe Acrobat  
Trello

### Intermediate knowledge in:

Wordpress  
Google Suite  
Adobe After Effects  
Adobe Bridge  
ExpressionEngine  
Proto.io

### Some knowledge in:

Adobe Premiere  
Adobe Dreamweaver  
Media Pro  
Capture One Pro

Fully competent in both PC  
and Mac platforms

## REFERENCES

### Minh Q. Ly

Assistant Director of Design  
& Visual Communications  
UCLA | Giving  
Los Angeles, CA  
626.278.1551  
mly@support.ucla.edu

### Jesse Carrasco

Associate Director  
UCLA | New Student & Transition Programs  
Los Angeles, CA  
310.206.0463  
jcarrasco@college.ucla.edu

### Allie Burns

Graphic Designer  
Seattle, WA  
217.597.2279  
allieburnswork@gmail.com

## INTERESTS

Graphic design, branding, and  
photography are my biggest passions. I  
spend a lot of time researching, reading  
and learning about new ideas and trends  
within these areas.

Other interests include: traveling and  
experiencing new cultures, documentary  
photography, music, and sports.