



KATIE KISZKA

GRAPHIC DESIGNER

Creative and detail-oriented graphic designer with three years of experience in corporate brand management, layout design, advertising and communication, company events, and employee engagement. Highly skilled with Adobe Illustrator and InDesign, and knowledgeable in many other Adobe products, Microsoft Office products, and more. Fast learner, team player, and passionate about design. Excited by the opportunity to learn new skills while continuing to improve on current ones.

CONTACT

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1411 Grandview Avenue
Pittsburgh PA, 15211

EXPERIENCE

BUSINESS DEVELOPMENT SPECIALIST

THE GATEWAY ENGINEERS, INC. | 2020 - PRESENT

Corporate Brand Standards Refresh

- Updated company brand standards, including logos, typography, colors, brand elements, document templates, etc. and compiled them into a brand guidelines book. Created icons representing company services. Implemented use of the new standards as the corporate branding subject matter expert.
- Standardized the formatting of all company reports to be in compliance with updated brand standards.

Company Events & Employee Engagement

- Planned and promoted company events and employee engagement activities with various project teams. Designed event advertisements, collateral, and decorations. Activities included but are not limited to: beekeeping program, wine tasting night, axe throwing tournament, puzzle competition, open house event, employee book club, Kentucky Derby party.

Advertising & Company Promotion

- Created digital and print advertisements with updated brand standards for publication partnerships, event sponsorships, and more.
- Composed and posted recruiting advertisements to company social media.
- Developed a relationship with a local promotional item and signage company. Ordered and organized promotional items and signage for various internal and external events.

Laser Engraving

- Laser engraved a myriad of promotional items with logos and brand elements using an Epilog Fusion Pro laser engraver. Developed office signage and a fleet vehicle key organization system using the same technology.

Communication

- Composed visually pleasing and easily digestible informational slides for internal company communication. Posted slides to screens around the offices using ScreenCloud software. Informational slides ranged from event promotion to upcoming trainings to monthly safety metrics and more.
- Generated flyers for project managers to distribute to potential clients. Flyers detailed various company services and highlighted relevant projects.
- Crafted infographic brochures for the purpose of recruiting new employees.
- Updated company benefits and employee programs booklets yearly and company policy booklet as needed.

EDUCATION

MERCYHURST UNIVERSITY

2016 - 2020 | GPA: 4.0

BACHELOR OF ARTS: Graphic Design

MINORS: Marketing & Photography

STUDY ABROAD: Sevilla, Spain (2019)

SKILLS

ADOBE PRODUCTS:

AFTER EFFECTS ●●●○○○○○○○○

DREAMWEAVER ●●●●●○○○○○

ILLUSTRATOR ●●●●●●●●●○

INDESIGN ●●●●●●●●●○

LIGHTROOM ●●●●●○○○○○

PHOTOSHOP ●●●●●●○○○○

XD ●●●●●●●●●○

OTHER:

HOOTSUITE ●●●○○○○○○○○

LASER ENGRAVING ●●●●●●●●○○

MS EXCEL ●●●●●○○○○○

MS POWERPOINT ●●●●●●●●○

MS WORD ●●●●●●●●○○

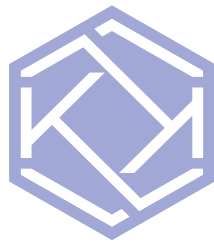
PHOTOGRAPHY ●●●●●○○○○○

PROCREATE ●●●●●○○○○○

WEBSITE DESIGN ●●●●●●○○○

WORDPRESS ●●●●●○○○○○





KATIE KISZKA

GRAPHIC DESIGNER



INTERESTS & HOBBIES

BEEKEEPING
DIY, FLIPPING FURNITURE,
& HOME IMPROVEMENT
GARDENING
GRAPHIC DESIGN
MOVIES & TV SHOWS
MUSEUMS
MUSIC
PHOTOGRAPHY
READING OR
LISTENING TO BOOKS
SUSTAINABILITY
TRYING NEW FOODS
OR RESTAURANTS
WORLD TRAVEL

REFERENCES

AVAILABLE UPON REQUEST

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EXPERIENCE (CONTINUED)

BUSINESS DEVELOPMENT SPECIALIST (CONTINUED)

THE GATEWAY ENGINEERS, INC. | 2020 - PRESENT

Headquarters Expansion Project

- Assisted with the planning of a two story office headquarters expansion as the brand standards subject matter expert. Worked with a team to choose furniture and create various working layouts in the new space. Color matched paint swatches to adhere to brand colors. Maintained and designed informational slides about project status.

Photography

- Photographed and edited completed civil engineering projects, corporate events and programs, and took employee headshots.

Project Proposals

- Assisted project managers in completing project proposals by formatting document templates, project profiles, resumes, etc.

FREELANCE DESIGNER

KATIE KISZKA DESIGNS | 2017 - 2020

- Designed unique & innovative logos, websites, business systems, etc.
- Developed strong company branding & brand guidelines
- Created fine art & photography pieces

GRAPHIC DESIGN INTERN

MASSARO CONSTRUCTION GROUP | MAY - AUGUST 2019

- 2019 Website Update - Redesigned the Massaro Restoration website using HTML, CSS, and PHP coding languages
- Created graphics for various internal and external company events

GRAPHIC DESIGN INTERN

TAILORED MARKETING INC. | MAY - AUGUST 2018

- Created advertisements for various social media platforms
- Proofread and co-designed layout of a Request for Proposal
- Reviewed client websites to check for ADA compliance