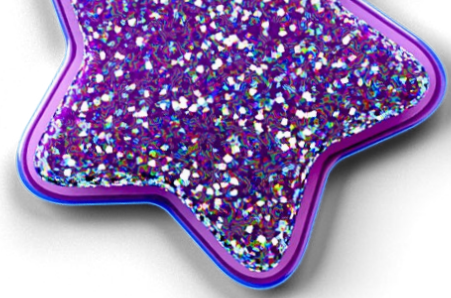




Katie Simpson



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330.949.7280

Graphic designer with nearly six years of experience across branding, digital, print, and marketing communications. Skilled in typography, layout, marketing collateral, web design, and event graphics.

Skills

Design

Brand Design

Typography

Marketing Collateral

Digital Advertising

Presentation Design

Web Design

Software

InDesign

Photoshop

Illustrator

After Effects

Figma

Google Workspace

Education

The University of Akron

Myers School of Art

BFA in Graphic Design, 2020

Honors/Awards

Graduated Summa Cum Laude | 2020

2 Silver Addy Awards | 2019 • 2020

Top 3 Junior Portfolio | 2018

School of Art Studio Scholarship | 2018

Experience

Freelance | **Freelance Graphic Designer** | June 2024–Present

- Provide freelance graphic design services, developing creative concepts and visual solutions based on client needs and project requirements.
- Manage client communication, design revisions, and final asset delivery.

Qase | **Graphic Designer** | August 2024–June 2026

- Created B2B SaaS marketing collateral across social media, blog content, branding assets, digital advertisements, and typographic layouts for case studies and other marketing materials.
- Supported Marketing and Sales initiatives through one-pagers, campaign concepts, event materials, and other digital and print assets.
- Collaborated with cross-functional teams to translate technical products and messaging into clear, engaging visual communications.

Replicated | **Graphic Designer** | March 2021–August 2023

- Designed a broad range of B2B SaaS marketing materials across web, digital campaigns, sales enablement, events, and brand communications.
- Created 2D and 3D illustrations, landing pages, digital assets, eBooks, presentations, advertisements, social content, and typographic page layouts for a range of marketing initiatives.
- Supported event design and company rebranding initiatives, collaborating with marketing and product teams to develop visual solutions for technical products and marketing campaigns.

Design x Nine | **Graphic Designer** | January 2019–December 2019

- Selected to join an award-winning student design studio at the Myers School of Art, University of Akron.
- Collaborated with clients and team members to develop creative solutions including poster design, page layouts, logo creation, and concept work for a variety of design projects.

Zeto Creative | **Graphic Designer Intern** | May 2019–August 2019

- Assisted with design and production needs for a diverse range of agency clients across print and digital.
- Supported ad campaign development and created typographic layouts, web design, illustration, and flyers under the guidance of art directors.