

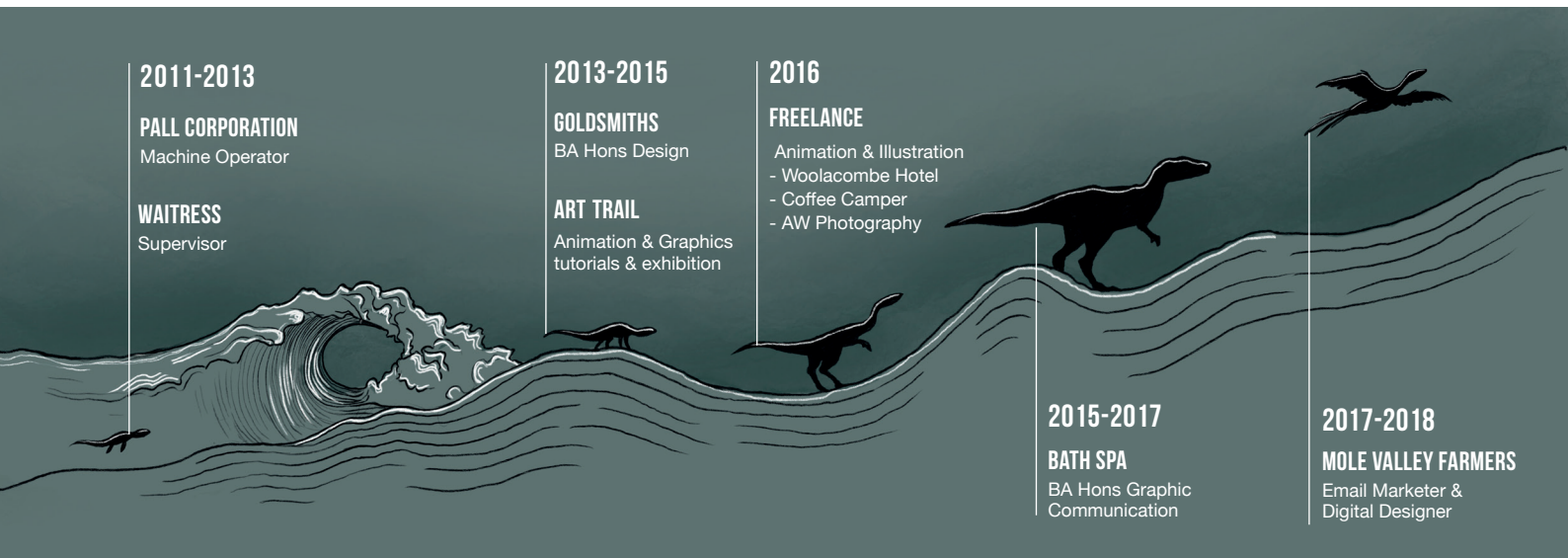
# KATY McCARTEN

## GRAPHIC COMMUNICATOR

HTTP://KATYMcCARTEN.WIXSITE.COM/ILLUSTRATIONSARTWORK  
KATYMcCARTEN@HOTMAIL.CO.UK  
07712281887

# CV

**AS** a highly creative graphic communicator beginning my second year in an in house studio, I hope to begin the next stage in my career in which I can utilise my skills as a designer, my interest in image making and talent in animation. I will create communication that puts the user first and reflects my eye for detail and creative thinking.



### QUALIFICATIONS

#### BATH SPA UNIVERSITY

BA Hons Graphic Communication  
*First Class*

#### PETROC COLLEGE

Foundation Diploma Art & Design  
*Distinction*

#### ILFRACOMBE COLLEGE

A Levels Art, Biology & Maths  
*A\*, B, C*

### PRINT

#### IN-HOUSE

Worked within an in-house design team in which we produced branded print for the business and its family of companies.

Created bespoke designs which kept within brand guidelines, whilst conveying my creative flair.

### WEB

#### E-MARKETING

Designed and launched email campaigns to a database of 150,000 contacts.

Segmented customers and analysed results, created automations to win back customers and hold an open rate over 30%.

### ANIMATION

#### BATH SPA UNIVERSITY

Able to work with After Effects & Dragon Frame to create engaging stop motion animations.

#### IN-HOUSE

Created short informative videos for social media and e-commerce website to engage audiences and lead to conversions.

### SOFTWARE

#### ADOBE PHOTOSHOP

Advanced photo manipulation and digital painting.

#### ADOBE INDESIGN

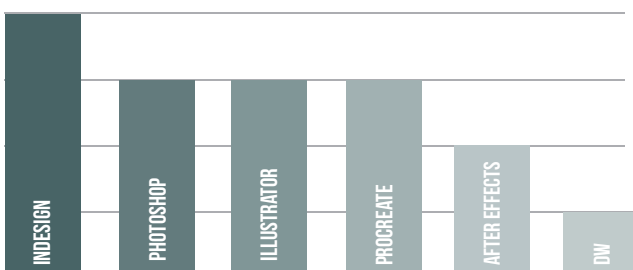
High quality layout skills used to create branded posters, leaflets etc.

#### ADOBE ILLUSTRATOR

Skill in vector artwork and creating e-marketing material.

### SOFTWARE PROFICIENCY

DREAM WEAVER (HTML/CSS)



### PERSONAL QUALITIES

- AN EMPATHETIC PERSON
- PAYS GREAT ATTENTION TO DETAIL IN ALL MANNERS OF WORK
- A CONFIDENT AND BRIGHT PERSONALITY
- MOTIVATED AND HITS DEADLINES
- WILL EDUCATE ANYONE ABOUT ANYTHING DINOSAUR RELATED
- SKILLED IN THE ADOBE SUITE
- DETAILED ILLUSTRATION SKILLS
- A GREAT COMMUNICATOR
- MAKES A GREAT CUP OF TEA

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## EXPERIENCE

### DIGITAL MARKETER & COORDINATOR

#### PREVIOUS ROLE

My key roles as a digital marketer included managing the email calendar and coordinating the collection of content.

This involved an understanding of our email client Emarsys, in which I would create automations within the automation centre such as a re-engagement of inactive customers campaign. Using the email builder I would create bespoke mailers, delivered to a highly segmented database. This generated a high open rate of over 30% and a click through rate of 4%-5% on average. I managed the database and was responsible for ensuring our database became GDPR compliant after the 25th of May 2018.

My other key role within the digital team was to create email artwork, social media videos/graphics and responsive landing pages on our e-commerce website. I used adobe illustrator daily to create web optimised graphics that follow brand guidelines.

### GRAPHIC DESIGNER

#### CURRENT ROLE

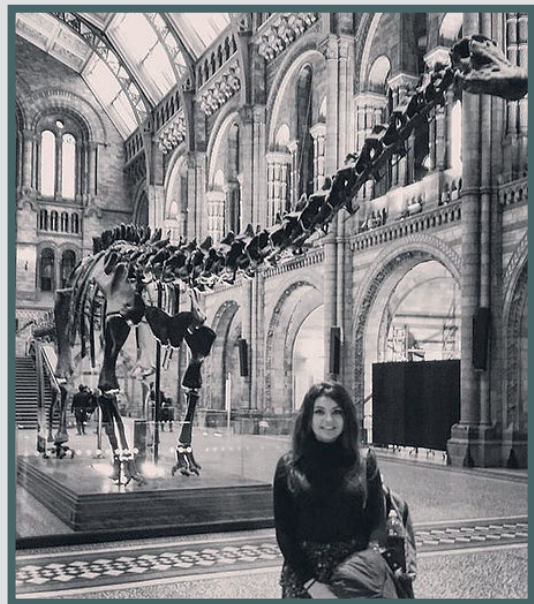
My key role as a graphic designer involves creating marketing material for instore artwork, show graphics, leaflets/flyers and website graphics.

It is important to fully understand the brand and it's history when designing all elements for the company. I use my knowledge in adobe illustrator and indesign to display my strong layout skills and also photo manipulation and digital painting ability within photoshop.

I am able to set up files for print and web, press ready files after ensuring I understand the printer's requirements and work to tight deadlines.

My experience with Adobe After Effects has led to my fascination and love of 2D animation and video editing. I hope to increase my understanding of the program and also my skills in creating movement in 2D artwork.

## PERSONAL PROFILE



### HOBBIES AND INTERESTS

My greatest interest is natural history and prehistoric life. My projects at university all seemed to reflect this fascination.

My dissertation was based on the image that we present of dinosaurs in popular culture and how this has possibly influenced the scientific image of dinosaurs over the years.

### ACTIVITIES & SPORTS



WALKING & HIKING



DRAWING



BASKETBALL



TRAVELLING