



KATELYN ZANDER

*Creative Leader &
Graphic Designer*

PORTFOLIO

katelynzander.com

EMAIL

katelynzander@gmail.com

BASED IN

Charlotte, NC

ABOUT

A strategic and organized Creative Leader with experience building high-performing teams and managing remotely, with a passion to innovate brands.

EDUCATION

2011-2016

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

College of Arts + Architecture

Bachelor of Fine Arts (BFA),
Graphic Design with Honors

Minor in Art History

Graduated Magna Cum Laude

Member of the Honors Student
Advisory Council

INTERNSHIPS 2014-2016

*UNC Charlotte Career Center
Wray Ward Creative Agency*

SKILLS

Adobe Creative Suite

Art Direction

Brand Development

Cross-Functional Collaboration

Conference & Event Branding

Digital Asset Creation

Print and Layout Design

Team Management

User-Centered Design

UI & UX Design

Vendor Sourcing & Management

Web Design

Wireframing/Figma

EXPERIENCE

2019-PRESENT

SENIOR GRAPHIC DESIGN MANAGER

Sports Business Journal

Manage and provide creative direction to an international team of designers

Cross-functional collaboration to assist all departments with creative solutions

Anticipate future needs/projects to keep assets and sub-brands innovative from year-to-year

Work with vendors to review quotes, ensure on-time deliveries, and approve proofs

Uphold the standards of the brand guide and ensure design assets are on-brand and meet high standards of quality and consistency

Design print ads, multi-page spreads, digital assets, sales collateral, event signage, paid and organic social content

2016-2019

GRAPHIC DESIGNER

Moonlight Creative Group

Work directly with clients to find creative solutions to fulfill needs within budget

Creative flexibility to turn attention toward pressing projects

Prepare, set-up, and lead client-facing workshops

Design high quality work on time and on budget, ranging from digital to print to environmental

Provide consistent and clear communication to clients and colleagues regarding all projects