KATHRYN FORTNER
GRAPHIC · UI · WEB · DESIGNER

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Experience

LIGHTSTREAM DIVISION OF TRUIST // SAN DIEGO, CA
GRAPHIC + UI DESIGNER   MAY 2022 – PRESENT

Elevate the LightStream visual brand through consistent alignment with style guide, applying colors and graphic elements in a bold, creative way. Design high quality marketing, advertising and product materials with accuracy, attention to detail and emphasis on innovation, while meeting agreed upon deadlines.

- Deliver designed website mockups using Sketch to web developers to implement website monthly updates.
- Design customer facing emails by coding in a text editor, upload in Acoustic, and testing in Litmus. Debug and simplify code for ease of use by co-designers. Keep files updated and organized on shared drive.
- Lead visual direction for social media by creating branded templates, establish consistent, eye-catching look and feel, while collaborating with copy writers to develop cohesive topics that thoughtfully flow with designs
- Introduce innovative design via motion graphics to social media, sparking the development of digital video ads and more, thus boosting the overall abilities of the design team.

FAIRFIELD RESIDENTIAL // SAN DIEGO, CA
DESIGN SPECIALIST   JANUARY 2019 – MAY 2022

Primarily, act as a bridge between the design team and the development team by relaying up-to-date industry trends and discovering new ways to merge design and technology in the luxury apartment industry. Secondarily, create branding for new construction properties.

- Lead strategic meetings with marketing managers and development team to brainstorm new email concepts that fulfill the properties' marketing needs and push the envelope, while maximizing production efficiencies.
- Design mockups using XD for email campaigns and new construction website landing pages.
- Code emails from XD mockups using Sublime Text, debug emails using Litmus, then deploy emails to properties' mailing lists through the Yardi Property Management System.
- Create brading for new construction properties starting with base style guide, building signage, interior garage murals, window wraps, print marketing materials, landing pages, and email campaigns.

SHARP HEALTHCARE // SAN DIEGO, CA
GRAPHIC + UI DESIGNER   AUGUST 2018 – JANUARY 2019

Assist the advertising and creative team with fulfillment of print, digital and web design requests.

- Design pixel-perfect website page mockups using Sketch and Zeplin to be delivered to the web development team, then review and approve web compositions before publishing to the public.
- Design print ads for the various hospitals and entities of Sharp HealthCare.
- Design digital ads including web banners, social media, and email templates.
- Contribute modern, innovative ideas and designs that integrate the latest industry trends with a consumer centric focus.

PIVOT HOTELS + RESORTS // LOS ANGELES, CA
SENIOR DESIGNER   JUNE 2017 – AUGUST 2018

Fulfill all print and digital creative requests, monitor Pivot's visual brand consistency, execute monthly email marketing, administer website updates, and ongoing management of all creative assets.

- Successfully complete projects in-house for nine separate hotels and resorts, minimizing outsource to agencies, saving properties upwards of $100,000.
- Design email templates, generating conversion revenue of up to $140,378.
- Maintain strong relationships with properties/clients through frequent and clear communication resulting in guaranteed client satisfaction of final designs.
- Supervise and direct contract designers.
- Coordinate with third party organizations in printing, distribution and promotion of creative collateral.

Education

UNIVERSITY OF OREGON   SEPT 2013 – JUNE 2017

DEGREE   Bachelor of Science
MAJOR   Business Marketing
MINORS   Spanish, Computer Information Technology

Skills

SOFTWARE

Photoshop
InDesign
Illustrator
After Effects
Figma
Sketch
InVision

WEB DEV

HTML
CSS
Bootstrap
WordPress
Squarespace
Shopify
LeaseLabs
RentCafe

LANGUAGES

English
Spanish

Hobbies

Yoga
Dance
Music
Golf
Travel
Photography
Illustration