

KATIE RICHANBACH

SENIOR DESIGNER / ART DIRECTOR

CONTACT

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@katierichanbach  

SKILLS

Art Direction
Graphic Design
Print, Digital, Package, Environmental
Digital Strategy & Design
Print and Digital Production
Project Management
Color Theory
Typography
Communication
Time Management
Juggling (Multiple Projects)
Photo Editing
Pattern/Surface Design

TOOLS

Creative Suite
Social Media Analytic Software
Microsoft Office, Google Drive, Keynote
Content Management Systems
Olfa Knife
Bone Folder

ABOUT

I am a California born, Oregon raised, New York educated communication designer and digital media coordinator. My work allows me to design across a variety of applications including digital platforms, printed collateral, and package design.

Like any self-respecting girl I love a top-knot and a striped tee. To get away from the computer I thrift, sew quilts, and throw community events such as "The Life Size Game of Where's Waldo," and "Drink & Draw," a monthly charity event to support local arts organizations.

EDUCATION

Parsons The New School for Design, New York, NY, May 2010
Bachelor of Fine Arts, Communication Design

EXPERIENCE

Freelance, August 2016 - Present
Senior Graphic Designer

Produced designs for digital, print, apparel, and social media.
Clients include Rockets of Awesome, Funny or Die, Tattly, and Marc Jacobs.
In addition to design work, assisted in production and distribution of products.

AHM Brands, March 2013 - July 2016
Graphic Designer and Digital Media Coordinator

Designed projects from concept through final execution, including print, digital, packaging, and environmental.
Managed print and digital production of projects. Prepared production files and coordinated with vendors.
Managed projects with multiple team members, communicated with clients, and managed files and deadlines.
Worked on multiple projects at once, under tight deadlines.

HIV Alliance, August 2012 - March 2013
Graphic Designer and Events Coordinator

Designed print and digital materials for in-house use, community outreach, and live events.
Lead the redesign of the organization's website, including editing and restructuring of content.
Created social media content to grow community engagement.
Fostered relationships with local groups within key demographics.

Mount Sinai Hospital, July 2011 - January 2012
Graphic Designer

Designed a wide variety of print materials for use within the hospital and the greater Mount Sinai Community.
Coordinated with writers and photographers to create content.
Managed color programs and print production of marketing materials.

Chimera Music, June 2010 - July 2011
Graphic Designer and Digital Media & PR Coordinator

Designed CD & vinyl packaging, marketing materials, and website.
Collaborated with team members on written content, illustrations, and photography.
Created and managed production files and coordinated with print vendors.
Created and managed content for social media platforms.

HONORS

Hermes Creative Awards, Gold, 2016
Exhibition Chair, DIVA Downtown Initiative for the Visual Arts
Surface Magazine, Focus Thesis Guide, 2010
Selected for Parsons' 5 Schools Show, 2010
Thesis selected as Best from Department for Parsons' Press Kit, 2010