

Katherine McDougall

Branding • Creative Advertising • Art Direction

PORTFOLIO

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REFERENCE:

Scott Sproat
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PROFESSIONAL PROFILE

Looking to utilize my wide-ranging experience as a brand strategist and graphic designer to grow brands using creative and effective content. Over three years of experience with Capsa Ventures with progressive responsibilities directing brand strategy for new developments and several horizontally integrated companies (real estate brokerage, home builder, construction company, roofing company). Main responsibilities include constructing and maintaining websites for all entities, designing advertising campaign content aligned with each entity, and developing full brand books and logos for residential developments.

TECHNICAL SKILLS

- Photoshop, InDesign, Illustrator
- Microsoft PowerPoint, Word, Excel
- Web Design-Wix, Squarespace
- Google Suite Apps
- Social Media Fluent
- Photography and Retouching
- Print Design-labels, packaging, merch
- Presentation and Mockup Design
- Procreate Digital Illustration
- Illustration, sketching, painting
- HubSpot Certified

PROFESSIONAL EXPERIENCE

BRAND STRATEGIST

Capsa Ventures, Austin, TX / January 2019 - present

- Maintain websites for 6 entities and 2 projects
- Create social media content for realtors to post
- Make presentations for senior-level investor pitches
- Brand new development projects from the ground up
- Market research and strategy for new developments
- Define the branding for developments and design logos
- Design marketing collateral including billboards, business cards, yard signs, flyers, postcards, etc

FREELANCE DESIGNER

Opportunities from networking / April 2019 - present

- Logo and package design for Texas Clean sanitizer
- Wix Website design for The American Hail Company
- Poster and package design for Oak Grove Farms
- Logo, website header, and business card design for Withington Wellness Yogi Community Center

SUPPORT STAFF

Oldham Goodwin Realty / May 2016 - August 2016

Multifamily Divison, College Station, TX
Processed unit condition forms during flip season

RESTAURANT HOSTESS

Johnny Carino's Italian / May 2015 - August 2015

Italian Restaurant, College Station, TX
Front-of-house seating and coordinated servers

EDUCATION

University of Texas at Austin

3.9 GPA / August 2015 - May 2019

- B.S. in Advertising
Moody College of Communication
- Minor in Business
McCombs School of Business

RELEVANT COURSEWORK

Texas Creative Sequence

Jan 2017 - May 2019

Application-based portfolio sequence that focuses on ideation and execution of mock advertising campaigns. This included acting as market researchers, copywriters, art directors, and required self-taught mastery of Adobe Suite.

HONORS & AFFILIATIONS

- **American Advertising Award / 2018**
Student Print Advertising Category
- **Dean's Honor List / 2015-2019**
All semesters of undergraduate
- **ALD/PES Member / 2016 - 2019**
Honors Fraternity