

KATHERINE McDOUGALL

GRAPHIC DESIGN • MARKETING

My objective is to collaborate with a company that values creativity, innovation, and fosters new and exciting ideas. With my expertise in graphic design, branding, and advertising, I am committed to help great ideas get noticed and leave a lasting impression. My dedication to exceed client expectations and deliver high-quality work makes me confident that I can contribute to the success of any project I am handed.

WORK EXPERIENCE

GRAPHIC DESIGNER

Freelance / April 2020 - Present

Texas Clean - Hand Sanitizer Supplier

Logo concept and creation, label and packaging designs

The American Hail Company - Auto Repair

Rebranded website design on the Wix platform

Oak Grove Farms - Local Organic Farm

Designs for market booth banners and product labels

Withington Wellness - Yogi Community Center

Logo creation, website header, and business card design

Logo Design - EZ Bud, Sri Studio, The Point, Baby Cakes

Collaborative concepting, multiple design iterations, and file format variations of the final design

BRAND STRATEGIST

Capsa Ventures / January 2019 - July 2022

Just under four years of progressive responsibilities directing brand strategy and creating both digital and print marketing collateral for Capsa Ventures and its affiliated entities.

Capsa Homes - Residential Home Builder

Market comp research; Presentation templates for senior-level investor pitches; Interactive page layouts for contracts

Canvas Properties - Real Estate Brokerage

Print collateral design for realtor yard signs, postcards, and flyers; Redesign and move website platform; Digital design for social media posts and email flyers

Assurance Roofing - Roof Installation and Repair

Logo redesign; Print design for yard signs, flyers, vinyl truck wraps, and shirts; Redesign and move website platform

Developments - Fouth&, Rodadora, Pecan Knoll

Develop logos, brand books, and campaign plans for new developments; build and maintain websites, design ads and campaign content aligned with messaging

CONTACT

KatharticCo@gmail.com

979.575.9357

katherinemcdougall.design

REFERENCE: Scott Sproat

Scott.Sproat@gmail.com

EDUCATION

University of Texas at Austin

August 2015 - May 2019

3.9 GPA

B.S. in Advertising

Minor in Business

Texas Creative Sequence

Jan 2017 - May 2019

Application-based portfolio sequence focused on creative messaging and mock ad campaigns.

SKILLS

- Photoshop, InDesign, Illustrator
- Photography and Retouching
- Print Design, Digital Design
- Digital Illustration
- Illustration, sketching, painting
- Microsoft Office Suite
- Wix, Squarespace, Wordpress
- Google Workspace Suite
- HubSpot Certified
- Social Media Fluent