

KATY LAVERDIERE

graphic designer

katylaverdiere.com
katyrae93@gmail.com
207.974.6022

EXPERIENCE

Five Below

Graphic Designer | April 2023 - May 2024

Owned the ideation, development, and execution of projects to create products including in-store graphics, emails, campaign design and deliverables, marketing assets, and internal communication. Delivered content that met project objectives and accurately represented the brand's voice and identity.

Freelance

Graphic Designer | August 2016 - Present

Collaborated with clients to understand their needs and preferences. Worked within brand guidelines to establish a design system and create visual concepts with attention to layout, typography, and hierarchy. Managed multiple projects and deadlines simultaneously. Articulated solutions based on client feedback and prepared final designs for production and delivery to stakeholders.

Buncombe County Schools

Art Teacher | August 2019 - January 2021

Tailored curriculum for remote and in-person learning and provided mentorship to students to reinforce positive behaviors. Collaborated with teammates to create an accessible learning environment and leveraged divergent thinking in brainstorming sessions to encourage creativity. Prepared virtual art workshops to students learning how to use design platforms.

Porter & Prince

Graphic Designer | September 2016 - January 2019

Designed print and web materials to promote product, interior design services, and special events. Created design guidelines for layout of weekly newsletter and templates for future social media posts. Managed social media accounts and grew Instagram audience by 300%.

Spring Design Partners

Graphic Design Intern | June 2015 - August 2015

Collaborated with fellow team members with the creation of visual content for product design including Oreo, Trius Winery, Voss Water, and Twisted Tea. Curated mood boards to establish brand identity, assisted with photo editing, and designed logos.

EDUCATION

Memorisely

UX/UI Bootcamp

August 2022 - November 2022

12 week bootcamp teaching the design thinking process and mastering remote design tools while building case studies.

Western Carolina University

MAT in Art Education

2017 - 2019

Virginia Tech

BFA in Visual Communication Design

2012 - 2016

SKILLS

Tools

Adobe Suite

Figma

Google Suite

Workfront

Design

typography

user flows

branding & identity

wireframing

hand lettering

high fidelity mockups

visual hierarchy

prototyping

layout

component libraries

color theory

user research

design systems

usability testing

ACHIEVEMENTS

WCU Outstanding Prospective Teacher | 2019

Virginia Tech Deans List | 2012 - 2016