

kate.johansen

CONNECT

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416-843-4881

PORTFOLIO

www.duplikaate.com

EDUCATION

BrainStation
User Experience Design Certificate
January 2020 - March 2020

George Brown College
Graphic Design Certificate
2015 - 2017

University of Guelph
Bachelor of Arts, (Honours)
Studio Art, (minor, Art History)
2009 - 2014

SKILLS

Proficient with Adobe Creative Suite

Microsoft Office Suite

Art Direction

Illustration

Concept Development

Typography

Analog & Digital Photography

Layout Design

STRENGTHS

Multidisciplinary Artist

Collaborator & Independent Worker

Creative Communicator (Verbal & Written)

Organized Multitasker

Solution & Detail Oriented

Critical Thinker & Self Reflective

Team Builder & Team Player

Adaptable

EXPERIENCE

Jr. Brand Designer
Fable Tech Labs Inc.
July 2021 - January 2022

- Created and adapted digital assets related to Fable's brand for the purposes of marketing, sales, and services.
- Art directed multiple illustration projects.

Freelance Graphic Designer / Illustrator
Various Clients
January 2017 - Present

- Currently working independently on design solutions for clients with the goal of creating joyful, visually stimulating and conceptually driven work.

Graphic Designer (Contract)
Canada Goose
June - August 2020

- Brought the Canada Goose Virtual Global Conference to life visually by sourcing beautiful imagery and designing the layouts for 20 presentations.

February - April 2020
September - October 2019
September - October 2018

- For multiple seasons I was the Design Lead responsible for constructing all layouts of the printed Canada Goose Seasonal Product Knowledge sales books.

Product Design & Development Assistant
Hudson's Bay Company
November 2018 - August 2019

- Assisted with the execution and development of Owned Brands products for Tabletop, Confectionery and Christmas assortments based on the overall brand essence and strategy.
- Communicated regularly with Global Sourcing, Packaging and Technical teams regarding all production issues and sample approvals.
- Curated line review presentations for senior management.