

KATHERINE BANYASZ

OBJECTIVE

To leverage my extensive experience and creative expertise in a dynamic and innovative organization, where I can contribute to the development of exceptional design strategies, foster collaboration among talented teams, and drive impactful visual solutions that resonate with target audiences. My goal is to inspire and lead cross-functional teams, ensuring the highest standards of design excellence, and delivering compelling brand experiences across various platforms and mediums. By combining my strategic mindset, strong leadership skills, and deep understanding of design principles, I aim to elevate brands, exceed client expectations, and contribute to the overall success and growth of the company.

EXPERIENCE

Creative Production Manager

April 2018 - Present

HATCHBEAUTY BRANDS - Beauty & Wellness Incubator

- :: Worked with creative team, as well as cross-functionally to ensure all creative and marketing initiatives completed on time and on-brand
- :: Successfully managed creative department projects from concept to completion
- :: Managed print production department, handled press checks with accuracy
- :: Carried out design, packaging and marketing presentations while achieving client objectives above their expectations

Creative Graphic Designer

2013 January - March 2018

DERMA•E - Natural Skincare Company

- :: Worked closely with VP of Marketing on new direction and branding for the company
- :: Worked on packaging and web redesign, as a result exceeded company sales goals
- :: Successfully managed graphic materials from concept to completion
- :: Worked with in-house team to develop designs for marketing and social media initiatives
- :: Managed video production and set design for product photography
- :: Assisted in planning, management and design of various programs, including trade shows and special events

Graphic Designer

2009 February - 2011 June

MEDIA WELL DONE - Design & Advertising Agency

- :: Worked on branding, print campaigns, website design and development of ads
- :: Designed various print collateral: posters, flyers, newsletters, brochures and booklets
- :: Collaborated with clients to bring design vision to life
- :: Helped improve workflow, efficiency and productivity of the creative team

Artistic Director

2007 January - 2009 January

PIANO SOLUTIONS XXI - Custom Pianos

- :: Managed and coordinated projects related to the building of custom pianos
- :: Sourced contractors and suppliers to partner with in the manufacturing of custom piano segment of the company's market
- :: Managed production of a variety of projects to ensure deadlines are met and helped resolve issues to prevent any delay in production
- :: Worked on sample panels depicting vision of customer and internally driven unique piano designs
- :: Designed custom pianos and helped manage public relations campaigns

EDUCATION

Bachelor of Fine Arts Degree
Visual Communication Design
Graduated: December 2017
UNIVERSITY OF DAYTON

PORTFOLIO

Please use QR code below,
to visit my portfolio site:
created-to-create.com



hello@created-to-create.com

linkedin.com/in/designedbyk

SKILLS

- :: Creative Team Leadership
- :: Cross-Channel Marketing
- :: Branding Consistency
- :: Brand Creation + Reinvention
- :: Social Media Marketing
- :: Packaging + POS Design
- :: Leadership Skills

PROGRAMS

Adobe Creative Cloud

Photoshop
Illustrator
InDesign
XD

Microsoft Office Suite

Word
Excel
Powerpoint
Outlook

G Suite

Gmail / Calendar
Docs / Sheets / Slides
G-Drive

Management Tools

Airtable.com
Wrike.com
Asana.com
Slack.com

Social Media Platforms

Instagram
Facebook
Tik Tok
Twitter
YouTube
Pinterest

Email Marketing

MailChimp
Klaviyo
+ Adobe Marketing Tools
Basic HTML

E-Commerce / Web

Shopify
WordPress

Video Editing

Premier Pro
After Effects
iMovie
+ Cloud-Based Video Editing

Cloud-Based Design Platform

Canva

REFERENCES AVAILABLE UPON REQUEST

CREATED **to** CREATE