

KATIE MCINTOSH

I am a designer with a love for communicating a message. I have 9 years of marketing and presentation design experience focused on brand development and communication strategy. I incorporate market research to promote brand exposure and audience engagement.

EDUCATION

M.F.A., GRAPHIC DESIGN

Academy of Art University,
San Francisco, CA

B. A., VISUAL JOURNALISM

Biola University, La Mirada CA;
Cum Laude

SKILLS

- Invision
- Powerpoint, Keynote
- Adobe Creative Suite
- Mac and windows platforms
- Microsoft Office
- Deltek, Salesforce
- Wordpress, Wix, etc.

AWARDS AND COMMENDATIONS

Associated Collegiate Press: Design of the Year, Magazine Spread, 2010

California Collegiate Media Association:
Sports page design award, 3rd place;
Features design award, 3rd Place, 2009

Biola University Outstanding Visual Journalism Student of the Year Award, 2009

OTHER ACTIVITIES

BOARD OF DIRECTORS |

NOLL FOUNDATION

SEPT 2010–CURRENT

Charitable giving foundation benefiting organizations providing care to children in need

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER | FREELANCE | MAY 2010–CURRENT

- Brand identity, collateral, presentation strategy

STRATEGIC PURSUITS COORDINATOR | HARRIS & ASSOCIATES | SEPT 2017–CURRENT

- Develop proposals and presentations to assist with strategic new project wins resulting in \$200 million in revenue
- Guide/coach presentation teams to develop presentation skills, story and decks/materials
- Manage team of five people to develop and foster brand deliverables by leading team meetings, training and development, and supporting workload
- Direct design decisions and manage deliverables produced

PRESENTATION DESIGNER | ITA GROUP | JULY 2014–DEC 2016

- Created presentations and formed strategy to help sales team acquire 20 new client accounts resulting in \$100 million in revenue
- Served a 15 person sales team by developing presentations for prospective clients and new business to help them mobilize quicker and present content most effectively
- Managed project timelines and processes for all sales deliverables to streamline process and improve efficiency
- Supervised freelance talent and managed vendor relationships
- Developed storyline, narrative and visuals to support/enhance message of sales material
- Created custom magazine-style proposals for incentive travel business from concept through production

MARKETING DESIGNER | C&T PUBLISHING | FEB 2012–AUG 2013

- Created marketing collateral campaign for 40+ books and products per season, including postcards, sell sheets, catalogs, print and web ads, and sales presentations across three brands, adhering to brand standards to a global audience
- Developed marketing style guidelines across mediums for a new brand launch
- Created presentations for B2B and B2C markets contributing to 47% increase in trade market sales, and 100% increase in e-products.

COMMUNICATION DESIGNER | MOUNT HERMON CAMPS | MAY 2010–OCT 2011

- Served clients on projects from inception through production
- Created event promotional campaigns for marketing to multi-age demographics including direct mail, email, posters, booklets, clothing and merchandise, etc.
- Designed event branding material to meet programmatic and marketing goals
- Prepared and edited content and photos for web and email
- Created organizational system for files, photos and past projects

DESIGN EDITOR | THE POINT, BIOLA UNIVERSITY | JAN–MAY 2010

- Led design team to create a 46-page quarterly award-winning magazine
- Designed nationally award-winning 4-spread story
- Led team to determine visual theme of each issue
- Guided designers in creating cohesive visual theme for each article

PRODUCTION/DESIGN EDITOR | THE CHIMES: NEWSPAPER | AUG 2008–MAY 2009

- Supervised 4 editors, 3 photographers, and 1 graphic designer
- Determined layout and design of newspaper and supervised carryout
- Designed Life section covers weekly

katie@katiemcintosh.com
925.285.1400
Portfolio: katiemcintosh.com