



**KATHRYN RAY HALL**  
*graphic designer*

## EXPERIENCE

### *Associate Creative Designer* | **Pentagon Federal Credit Union** | *May 2008 to Present*

- Create and design advertisements based on a central theme to include: point-of-sale materials, online and email campaigns, print and electronic newsletters, branch promotions, and printed advertisements. Act as lead or assist as needed in direct mail design, copy writing, and editing. Use and maintain marketing database for daily advertising specifications and deadlines. Maintain advertising archive. Frequently volunteer to provide photography services for various PenFed events.

### *Graphic Designer (Freelance)* | **GMU University Life** | *March 2004 to Present*

- Conceptualized and designed three distinct program and events posters for three of George Mason University's campuses. Coordinated with different department contacts to obtain content for the posters. Delivered print-ready art according to standard production specifications. This is a recurring project, requiring a twice-a-year commitment with a 3-4 week turnaround time.

### *Production Artist* | **Crabtree + Company** | *January 2008 to March 2008*

- Pre-press production on a full gamut of print collateral, from brochures and newsletters to posters, kiosk graphics, and templates. Web production included html e-mails (e-blasts) and website maintenance. Also responsible for document proof reading as well as scheduling and traffic management.

### *Production Manager* | **Politico (Newspaper Division)** | *October 2006 to October 2007*

- Collaborated with the Creative Director in designing all aspects of the look and feel, publication identity, and marketing campaign materials. Created procedures and publication processes for the then newly-launched newspaper. Designed national, retail and classified ads, graphics and charts for publication both online and in print, and laid out pages for the publication. Supervised and worked alongside design staff to ensure quality layouts while meeting tight daily printer deadlines.

### *Graphic Design Intern* | **The Institute for Justice** | *August 2006 to October 2006*

- Scanned newspaper articles – often in irregular shapes – into Photoshop and cut and pasted each word into neat and organized columns of text suitable for publication in the firm's annual collection of media clips book. Retouched and color corrected images. Designed and produced low-budget brochures and booklets.

## EDUCATION

B.F.A. *in* Art and Visual Technology *with a* concentration in Graphic Design  
*from* George Mason University *in* Fairfax, Virginia (August 2006)

## PROFESSIONAL ORGANIZATIONS

AIGA (DC Chapter)

Art Directors Club of Washington DC

Production Club of DC

## TECHNICAL SKILLS AND SOFTWARE

Adobe Photoshop	Adobe Dreamweaver	Microsoft PowerPoint
Adobe Illustrator	Quark XPress	Microsoft Excel
Adobe InDesign	Mac and PC Computers	Microsoft Entourage
Adobe GoLive	HTML and CSS	FileMaker Pro
Adobe InCopy	Digital Photography	Fetch FTP
Adobe Acrobat	Microsoft Word	Proofreading

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