

2026  
Wilmington, NC

# Hello,

my name is Kathryn Houghtaling, a professional graphic designer and creative director who is passionate about delivering high-quality creative solutions to creative problems. Highly organized, detailed oriented and self motivated, able to execute, manage and direct multiple projects, as well as teams.

I am driven to work with talented professionals who have strong creative ideas and challenging design objectives. I thrive in fast-paced environments with demanding deadlines. In-house and remote.

Thank you for your consideration.  
I hope to hear from you soon.

Best,

*Kathryn Houghtaling*

visual communicator | graphic designer | creative mind



visit [kathrynhoughtaling.com](http://kathrynhoughtaling.com)

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**kathryn houghtaling**  
art director | graphic designer

## PROFESSIONAL EXPERIENCE

### SKILLS

#### proficient in

MAC & PC: Adobe Creative Suite, InDesign, Photoshop, Illustrator, Premier Acrobat, Microsoft Office, Excel, GoogleDocs, Pre-Press Software, PowerPoint, Basic HTML, Project Management & Project Management Systems.

#### problem solver & visual communicator

Advertising, Marketing, Publishing, Promotions, Brand Development Marketing Campaigns, Corporate Identity, Logos, Magazines, Catalogs, Direct Mail, Packaging, Print Production, Digital Media, Illustration, Typography, Print Production, Product Color Correcting, Desktop Publishing, Color Theory, Photo Restoration, Painting, Photography, Textile Design, and so much more.

### EDUCATION

**BFA in Graphic Design, Visual Communications**  
SUNY New Paltz, NY 1992

**Associates Degree in Fine Art**  
Orange County Community College, NY 1988

### AWARDS

American Graphic Design Awards from Graphic Design USA for outstanding graphic design & publication work on the



**MotorClub Magazine, 2014**  
**MotorClub Magazine, 2013**  
**JGS Website, 2013**  
**Ulster County Travel Guide, 2012**  
**Pine Grove Summer Brochure, 2012**

### WEBSITES

[kathrynhoughtaling.com](http://kathrynhoughtaling.com)  
[theobscuregarden.com](http://theobscuregarden.com)  
[autoxcel.net](http://autoxcel.net)  
[wheelrenew.net](http://wheelrenew.net)  
[wheelready.net](http://wheelready.net)  
[pdhdesigns.com](http://pdhdesigns.com)

#### **AutoXcel**

WILMINGTON, NC

#### **Art Director | Graphic Designer**

**2019-present**

Creative execution, direction and rebranding for all printed and online materials. Design, build and manage corporate websites. Create videos and handle marketing & social media strategies. Work closely with CEO, sales teams and printers to manage tight deadlines. Implement systems for better workflow, and so much more.

#### **Medibags | Pharmaceutical Advertising**

WILMINGTON, NC

#### **Creative Director**

**2019-2020**

Art Director and graphic designer for national advertising & marketing company. Designer for all ads, branding and print in a face-paced business environment. Work closely with sales team clients and pharmacies.

#### **Haband/Bluestem Corporation | Fashion/Home**

MAHWAH, NJ

#### **Senior Designer**

**2014-2016**

Creative execution & direction for men's & women's fashion as well as home goods. Design lead for web, catalog, direct mail other advertising collateral. Coordinated with all departments including: marketing, buyers, inventory, photo studio & premedia departments to ensure corporate branding standards were met.

#### **Focus Media Firm | Design, Advertising & Marketing**

GOSHEN, NY

#### **Senior Art Director**

**2010-2014**

Managed designers, setup systems & organization within a face-paced design environment to ensure all branding was kept to the highest standard. Creative development and execution of award-winning design works for a variety of visible clients in the NYC, Hudson Valley & tri-state areas.

#### **Lawrence Erlbaum Associates | Publishers**

MAHWAH, NJ

#### **Taylor & Francis Group/Routledge Press**

**1996-2010**

#### **Creative Director**

Creative development and execution of academic books, journals & promotions department. Designed, managed, and produced works while implemented strategic identity systems. Set up project managements system for creative teams to ensure proper work flow.

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